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THE ~~Old~~ Bellevue Stratford

Philadelphia 19102

Phone: (215) 735-0700

Blue
terry cloth

Apron — sage —
beach bag — Susan
Stahman yellow & white, polka
dots
initials in purple
thrust

pillow & coverlet
yellow & blue
Pres.

ON SUNDAY ENJOY YOUR FAVORITE COCKTAIL FROM 1 to 10 P. M.

THE *Coffee* SHOP
DELICIOUS FOOD
POPULAR PRICES
DIAL 7259

THE
Stratford
GARDEN
COCKTAIL LOUNGE
DIAL 7164

The HUNT Room
A DELIGHTFUL BAR
AND LOUNGE
DIAL 7167

~~Sa~~ Gayle will

love it - Mike

will probably use it

I always loved ~~those~~ Mr.
Fords aprons best - toughie and
wash your hands with them
Gold old Michigan

blue & gold

That's mine

*Silver Anniversary
Humanitarian Awards
Dinner*

MAY 12, 1975

THE BELLEVUE STRATFORD HOTEL

PHILADELPHIA, PENNSYLVANIA



The Silver Humanitarian Award

The Silver Humanitarian Award, which is to be presented to Mrs. Gerald R. Ford, was handcrafted by F. J. Cooper, Inc., of Philadelphia. The design is comprised of a natural geode with amethyst crystals. Two silver figures of a mother and her child are poised on the surface by the mouth of the rock.

Expressed within its haunting beauty, the award dramatizes a determined mother, leading her child with dignity . . . from veritable darkness . . . into a brighter world . . . filled with hope . . .

. . . A world which the Philadelphia Association for Retarded Citizens helped to create with 25 years of fervent and constant dedication.

The Silver Anniversary Awards Presented to:

ED SNIDER AND THE PHILADELPHIA FLYERS
Mr. Ed Snider, Chairman of the Board

THE PARC-AIDES
Mrs. Doris Greenberg, President

BARBAROSSA CHARITY FOUNDATION
Mr. Irwin Feinstein, Chairman

PHILADELPHIA JAYCEES
Mr. Neal Cupersmith, President

UNICO
Mr. Albert Scarcelle, President



*Mrs. Gerald R. Ford
Recipient of the 1975
Silver Humanitarian Award*

Menu

BELLEVUE GRAPEFRUIT TROPICAL AU JAMAICAN RUM

COBB SPINACH SALAD VINAIGRETTE

GIACOBAZZI LAMBRUSCO ROAST PRIME RIBS OF BEEF AU JUS

BOUQUET OF BROCCOLI POLONAISE

POTATO O'BRIEN

ALASKA STRAWBERRY ICE CREAM PIE

WITH SLICED STRAWBERRY SAUCE

COFFEE — TEA

The Evening's Program

TOASTMASTER *Judge Arlin M. Adams*

WELCOMING REMARKS *Mr. Natt S. Getlin*

THE STAR SPANGLED BANNER *Miss Linda Burkhard*

INVOCATION *Rabbi Samuel Berkowitz*

DINNER

INTRODUCTION OF HONORED GUESTS *Judge Arlin M. Adams*

A MESSAGE FROM THE
NATIONAL EXECUTIVE DIRECTOR *Dr. Philip Roos*

A MUSICAL TRIBUTE TO THE FIRST LADY *Mr. Mike Douglas*

SILVER ANNIVERSARY AWARD
PRESENTATIONS *Mr. Edward Piszek*

SILVER HUMANITARIAN AWARD PRESENTED
TO MRS. GERALD R. FORD *Mr. George Horowitz*

ACKNOWLEDGEMENT *Mrs. Gerald R. Ford*

BENEDICTION *His Eminence John Cardinal Krol*

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E-A Gentile, *Executive Director*

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Albert Einstein Mental Health/Mental Retardation Center
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 Bell Telephone Company
 Congregation Emanu-El
 EMAN Group Homes
 Golden Slipper Club
 Hahnemann Community Mental Health/Mental Retardation Center
 Ken-Crest
 Laventhol and Horwath
 PARC Aides: Nos. 3, 4, 5, 7, 10, 15
 Mrs. Paul's Kitchens
 People Acting to Help, Inc.
 Philadelphia Association for Retarded Citizens, Southwest Auxiliary
 Philadelphia Flyers
 Philadelphia Jaycees
 Philadelphia National Bank
 Pine Hill
 Programs for Exceptional People
 Special People in the Northeast
 Strawbridge and Clothier
 The Spectrum
 The Union League
 UNICO
 Universal Match Company
 Wellington Jewels
 WFIL Radio
 Yahn and McDonell

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Mr. Natt S. Getlin
Chairman

Mr. Edward J. Piszek
Honorary Chairman

Judge Arlin M. Adams
Toastmaster

Mr. Joseph H. Ball

Mr. Max Cohen

Dr. William J. Cohen

Mr. Walter Davidson

Mr. Irv Feinstein

Mr. Perrin Hamilton

Mr. George Higham

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Mr. Albert Scarcelle

Mr. Max Schwartz

Mr. John C. Scott

Mr. Lou Sheinfeld

Mr. Ed Snider

Mr. S. Ty Steinberg

Mr. Al Teti

(Pullen)PT

May 9, 1975

MRS. FORD'S REMARKS, PHILADELPHIA ASSOCIATION FOR
RETARDED CITIZENS, MAY 12, 1975

Mr. Horowitz and members of the Association, thank you ^{so much} for
this award. ^{I can't tell you how very much it means to me.} But you are the ones who truly deserve honor and recognition
tonight ^{for you have helped} ~~for your help~~ to thousands of men, women and children in your
City and State.

There are ^{Fine people who,} ~~so many Americans~~ like you, ~~who~~ give of their time
and talent to make this a better country in which to live. ~~And so in~~
accepting this award, I salute all of ~~those~~ who volunteer their energy
and imagination, ~~to help others.~~

^{I know how much}
Your association has done ~~so much~~ in the past 25 years to improve
the lives of retarded citizens, ~~through various education and training pro-~~
~~grams.~~ One of the most important results of your effort has been to ^{the}
increase public awareness of the needs and talents of this special group
of citizens.



~~You know and have helped others to know~~ ^{have reminded us} that the measure of a

person is not defined by IQ, but by ability to reach out and respond to

other human beings.

You have also encouraged the retarded to

By opening doors for retarded citizens to free them to contribute

By doing so

and participate in their own way, you have ^{not only} improved ^{their very own} the life of your but also

^{the life of your}
community.

The retarded deserve the training and the respect that enables

them to reach their potential. By emphasizing ^{their} the talents as well as the ^{their}

needs of the ~~retarded~~, you have helped so many to achieve self-expression

and personal fulfillment.

~~The gifts for myself and my family made by the trainees at the~~

The gifts and their awards

center will be reminders to us of this ^{great} occasion and ^a special group of

people
citizens.

I only hope the whole country will follow your example,

We must continue to seek ways to insure that the rights and

for
we must

potential ^{of} retarded citizens are recognized.

Earlier I was given various gifts for myself and family - all made by trainees at the center.

The work of the Philadelphia Association for Retarded

Citizens makes me very pleased to accept this award. Thank you
very much.

#

Well, it's sort of a silly cliché - how deeply
moved by this beautiful gift that I am
so proud to be a member of. Mr. Horowitz,
MR. HOROWITZ AND MEMBERS OF THE ASSOCIATION,

THANK YOU SO MUCH FOR THIS AWARD. I CAN'T TELL YOU
HOW VERY MUCH IT MEANS TO ME. BUT YOU ARE THE ONES
WHO TRULY DESERVE HONOR AND RECOGNITION TONIGHT, FOR
YOU HAVE HELPED THOUSANDS OF MEN, WOMEN, AND CHILDREN
IN YOUR CITY AND STATE.

I think
you & give
you my

-2-

THERE ARE MANY FINE PEOPLE WHO, LIKE YOU, GIVE
THEIR TIME AND TALENT TO MAKE THIS A BETTER COUNTRY IN
WHICH TO LIVE. IN ACCEPTING THIS AWARD, I SALUTE ALL
WHO VOLUNTEER THEIR ENERGY AND IMAGINATION.



I KNOW HOW MUCH YOUR ASSOCIATION HAS DONE IN THE PAST 25 YEARS TO IMPROVE THE LIVES OF RETARDED CITIZENS. ONE OF THE MOST IMPORTANT RESULTS OF YOUR EFFORT HAS BEEN THE INCREASED PUBLIC AWARENESS OF THE NEEDS AND TALENTS OF THIS SPECIAL GROUP OF CITIZENS.

YOU HAVE REMINDED US THAT THE MEASURE OF A PERSON IS NOT DEFINED BY THEIR I.Q., BUT BY THEIR ABILITY TO REACH OUT AND RESPOND TO OTHER HUMAN BEINGS.

YOU HAVE ALSO ENCOURAGED THE RETARDED TO CONTRIBUTE AND PARTICIPATE IN THEIR OWN WAY. BY DOING SO, YOU HAVE NOT ONLY IMPROVED THEIR ^{very own} LIFE, BUT ALSO THE LIFE OF YOUR COMMUNITY.

BY EMPHASIZING THEIR TALENTS, AS WELL AS THEIR
NEEDS, YOU HAVE HELPED MANY ACHIEVE SELF-EXPRESSION AND
PERSONAL FULFILLMENT.

EARLIER, I WAS GIVEN VARIOUS GIFTS FOR MYSELF AND
FAMILY -- ALL MADE BY TRAINEES AT THE CENTER. THE GIFTS AND
THIS AWARD WILL BE REMINDERS TO US ^{in our family} OF THIS GREAT OCCASION,
^{and esp.} AND A VERY SPECIAL GROUP OF PEOPLE.

I only hope

I HOPE THE WHOLE COUNTRY WILL FOLLOW YOUR
EXAMPLE, FOR WE MUST INSURE THAT THE RIGHTS AND THE
POTENTIAL OF RETARDED CITIZENS MUST BE RECOGNIZED.

THE WORK OF THE PHILADELPHIA ASSOCIATION FOR
RETARDED CITIZENS MAKES ME VERY PLEASED, ^{and very humbled} TO ACCEPT THIS
AWARD.

THANK YOU VERY MUCH.



THE WHITE HOUSE
WASHINGTON

Linds -

Pull out Phila. Assoc.
for R. Citizens folder
& get Mrs. Ford's
remarks. Please type
& let me see it
before sending out.
JNW



Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

May 20, 1975

(215) LO 7-3750

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

Dear Sheila:

The editor of the publication for the National Association for Retarded Citizens would like to reprint the remarks given by Mrs. Ford at the Silver Anniversary of PARC, May 12.

His deadline for the next publication is May 30. Could you advise me or him if this would be possible?

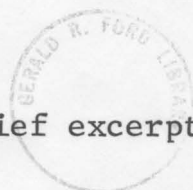
He is:

Ben Kemper, editor
National Association for Retarded Citizens
2709 Avenue E East
Arlington, Texas 76011

His phone number is 817 - 261 - 4961

When I spoke to you last week you mentioned that you might be able to write out the text of Mrs. Ford's remarks from your notes.

We have what I think are some good brief excerpts



(cont'd)

Work Training & Developmental Center • Work Activity Center • Public Information and Education • Parent Counseling • Recreation Programs • Social Services • Community Referral Services • Advocacy Services

CONTRIBUTIONS ARE TAX DEDUCTIBLE

from the Philadelphia news media. The complete
text would be ideal.

Sincerely yours,

Josie Aceto

Josie Aceto
Director of Development and Community Relations

JA:jb



MRS. FORD'S REMARKS, PHILADELPHIA ASSOCIATION FOR RETARDED
CITIZENS, MAY 12, 1975

MR. HOROWITZ AND MEMBERS OF THE ASSOCIATION, THANK YOU
I can't tell you how much it
SO MUCH FOR THIS AWARD. IT MEANS A LOT TO ME, BUT YOU ARE
THE ONES WHO TRULY DESERVE HONOR AND RECOGNITION TONIGHT FOR
YOU HAVE HELPED THOUSANDS OF MEN, WOMEN AND CHILDREN IN YOUR
CITY AND STATE.

THERE ARE MANY FINE PEOPLE WHO, LIKE YOU, GIVE THEIR TIME
AND TALENT TO MAKE THIS A BETTER COUNTRY IN WHICH TO LIVE.
IN ACCEPTING THIS AWARD, I SALUTE ALL WHO VOLUNTEER THEIR
ENERGY AND IMAGINATION, ~~TO HELP US ALL.~~

I KNOW HOW MUCH YOUR ASSOCIATION HAS DONE IN THE PAST 25
YEARS TO IMPROVE THE LIVES OF RETARDED CITIZENS. ONE OF THE
MOST IMPORTANT RESULTS OF YOUR EFFORT HAS BEEN THE INCREASED
PUBLIC AWARENESS OF THE NEEDS AND TALENTS OF THIS SPECIAL GROUP
OF CITIZENS.



YOU HAVE REMINDED US THAT THE MEASURE OF A PERSON IS NOT
DEFINED BY ^{their} IQ, BUT BY ^{the} ABILITY TO REACH OUT AND RESPOND TO
OTHER HUMAN BEINGS.

YOU HAVE ALSO ENCOURAGED THE RETARDED TO CONTRIBUTE AND
PARTICIPATE IN THEIR OWN WAY. BY DOING SO, YOU HAVE ^{not only} IMPROVED
^{life} THE LIFE OF YOUR COMMUNITY. ^{the}

BY EMPHASIZING THEIR TALENTS AS WELL AS THEIR NEEDS,
YOU HAVE HELPED MANY ACHIEVE SELF-EXPRESSION AND PERSONAL FUL-
FILLMENT.

EARLIER, I WAS GIVEN VARIOUS GIFTS FOR MYSELF AND FAMILY--
ALL MADE BY TRAINEES AT THE CENTER. THE GIFTS AND THIS AWARD
WILL BE REMINDERS TO US OF THIS GREAT OCCASION, AND ^{very} A SPECIAL
GROUP OF PEOPLE.

I HOPE THE WHOLE COUNTRY WILL FOLLOW YOUR EXAMPLE, FOR
WE MUST INSURE THAT THE RIGHTS AND ^{the} POTENTIALS OF RETARDED
CITIZENS ^{MUST BE} ~~ARE~~ RECOGNIZED.



THE WORK OF THE PHILADELPHIA ASSOCIATION FOR RETARDED
CITIZENS MAKES ME VERY PLEASED TO ACCEPT THIS AWARD. THANK
YOU VERY MUCH.



THE WHITE HOUSE
WASHINGTON

May 6, 1975

MEMORANDUM FOR: MRS. FORD
FROM: PETE SORUM *P.S.*
SUBJECT: YOUR VISIT TO PHILADELPHIA,
PENNSYLVANIA, Monday, May 12, 1975

Attached at TAB A is the proposed schedule for the subject event.

APPROVE _____

DISAPPROVE _____

BACKGROUND

The Philadelphia Association for Retarded Citizens (PARC) is a private non-profit organization governed by a volunteer board dedicated to obtaining "first-class citizenship for citizens who are retarded." Founded 25 years ago by the parents of eight retarded children, PARC now employs a large staff of specialists to provide services which include a work training center, community living arrangements, day care facilities, community referral service and "Hot Line," legal assistance and community awareness programs.

You are the guest of honor at this Silver Anniversary Dinner and will receive the Silver Humanitarian Award, which is given for the first time, for your support of the rights of the retarded by your presence at this occasion.



WORK TRAINING CENTER

PARC's Work Training Center was founded in 1957 to train the retarded for positions in the private sector. For those unable to work in every day settings, PARC maintains a sheltered workshop to which contact work is brought from industry and other sources. The workers have prepared several examples of their handiwork as gifts for you, the President, Susan, and Gayle. The current plan is to have these gifts available in the Presidential Suite for an official photograph. As an option, we propose an early departure which would provide you an opportunity to drop-by the Training Center to receive these items from the workers. Such activity would provide an excellent opportunity for media coverage by demonstrating your interest in retarded citizens and their ability to become productive citizens.

Depart early to drop-by Center _____

Depart as scheduled _____



May 6, 1975

2:30 pm

PROPOSED SCHEDULE

MRS. FORD'S VISIT TO
PHILADELPHIA, PENNSYLVANIA

Monday, May 12, 1975

3:30 pm
(EDT)

Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route
Andrews AFB.

[Driving time: 25 minutes]

3:55 pm

MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards Jetstar.

4:00 pm

JETSTAR DEPARTS Andrews AFB en route Philadelphia,
Pennsylvania, International Airport.

[Flying time: 35 minutes]

[No time change]

4:35 pm

Advanceman:

Pete Sorum

JETSTAR ARRIVES Philadelphia International Airport.

Mrs. Ford will be met by:

~~Mr. Frank Rizzo, Mayor of Philadelphia~~

Harry Bellinger, City Representative

OPEN PRESS COVERAGE

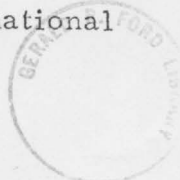
CLOSED ARRIVAL

4:40 pm

Mrs. Ford proceeds to motorcade for boarding.

MOTORCADE DEPARTS Philadelphia International
Airport en route Bellevue Stratford Hotel.

[Driving time: 35 minutes]



5:15 pm

MOTORCADE ARRIVES Bellevue Stratford Hotel.

Mrs. Ford will be met by:

Mr. Vaar, General Manager, Bellevue Stratford Hotel

Chadwick Exec. V. Pres. General
OFFICIAL PHOTO COVERAGE *map*

*George Horowitz
Karen Toff, little
girl*

Mrs. Ford proceeds to Presidential Suite.

5:20 pm

Mrs. Ford arrives Presidential Suite.

PERSONAL TIME: 1 hour

NOTE: Attire for evening is long dress and
Black Tie.

6:15 pm

Mr. & Mrs. George (Esther) Horowitz arrive
Presidential Suite.

6:20 pm

Mrs. Ford, escorted by Mr. & Mrs. Horowitz, departs
Presidential Suite en route North Cameo Room for
informal reception.

6:25 pm

Mrs. Ford arrives informal reception and mingles
informally with guests.

OFFICIAL PHOTO COVERAGE

ATTENDANCE: 200

6:40 pm

Mrs. Ford, escorted by Mr. Horowitz, departs
North Cameo Room en route Presidential Suite.

at Elevator

Doris Greenberg - presents life time membership

6:45 pm

Mrs. Ford arrives Presidential Suite.

pin -

PERSONAL TIME: 15 minutes

7:00 pm

Mrs. Ford, escorted by Mr. Horowitz, departs
Presidential Suite en route off-stage announcement
area.

7:04 pm

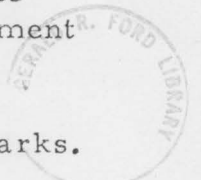
Mr. Natt Getlin offers Welcoming remarks.

7:05 pm

Mrs. Ford arrives off-stage announcement area and
pauses for announcement.

7:05 pm

Announcement by Judge Arlin Adams.



Mrs. Ford, escorted by Mr. Horowitz, proceeds to seat at Head Table and remains standing for Invocation.

OPEN PRESS COVERAGE

ATTENDANCE: 700

7:07 pm	National Anthem
7:09 pm	Invocation
7:10 pm	Dinner is served.
8:25 pm	Judge Adams introduces Head Table guests, excluding program participants.
8:30 pm	Dinner concludes.
8:31 pm	Remarks by Dr. Phillip Roos, Executive Director, National Association for Retarded Citizens.
8:40 pm	"A Musical Tribute to the First Lady" by Mike Douglas.
8:50 pm	Presentation of Silver Anniversary Awards by Mr. Edward Piszek, President of Mrs. Paul's Kitchens.
9:05 pm	Introduction of Silver Humanitarian Award by Mr. Horowitz.
9:10 pm	Mrs. Ford accepts Silver Humanitarian Award and offers brief acceptance remarks.
9:13 pm	Mrs. Ford's remarks conclude.
	Mrs. Ford returns to her seat and remains standing.
9:14 pm	Benediction by John Cardinal Krol.
9:16 pm	Mrs. Ford, escorted by Mr. Horowitz, departs Head Table en route motorcade for boarding.
9:20 pm	MOTORCADE DEPARTS Bellevue Stratford Hotel en route Philadelphia International Airport.

[Driving time: 30 minutes]

9:50 pm MOTORCADE ARRIVES Philadelphia International Airport.

Mrs. Ford boards Jetstar.

9:55 pm JETSTAR DEPARTS Philadelphia, Pennsylvania, en route Andrews AFB.

[Flying time: 35 minutes]

10:30 pm JETSTAR ARRIVES Andrews AFB.

10:35 pm Mrs. Ford boards motorcade.

MOTORCADE DEPARTS Andrews AFB en route South Grounds.

[Driving time: 25 minutes]

11:00 pm MOTORCADE ARRIVES South Grounds.



THE WHITE HOUSE

WASHINGTON

April 22, 1975

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

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

EVENT: Silver Anniversary President's Installation and
Award Dinner

GROUP: Philadelphia Association for Retarded Citizens

DATE: Monday, May 12, 1975

TIME: To be determined

PLACE: Bellevue Stratford Hotel, Philadelphia

CONTACT: Ms. Shellie Anderson, Special Project Consultant
(215) 567-3750
(Executive Director of PARC is E-A. Gentile)

COMMENTS: You will note this is an invitation Mrs. Ford had originally declined (in spite of positive recommendations by the Domestic Council, because of the date). The date has been changed and she is now planning to attend on May 12th. Mrs. Ford will receive "The PARC Humanitarian Award" at the Silver Anniversary President's Installation and Award Dinner of the Philadelphia Association for Retarded Citizens. Knowing that Mrs. Ford will be in the Philadelphia area on May 12, several people have extended other invitations to Mrs. Ford. These have been regretted, however, and she will do only the PARC event. The file is attached. Thank you.

c: BF Staff
Red Cavaney
Warren Rustand
Bill Nicholson
James Cavanaugh
Pamela Needham
Rex Scouten
Staircase



January 15, 1975

Dear Mr. Horowitz,

Your thoughtful letter telling of the change in date for the Silver Anniversary President's Installation and Award Dinner of the Philadelphia Association for Retarded Citizens is greatly appreciated. I look forward to joining you on Monday, May 12th at the historic Bellevue Stratford Hotel in Philadelphia.

With best wishes to all who are actively involved in preparations for this occasion and my warmest regards,

Sincerely,

ERNEY FORD

Mr. George Horowitz
President
Philadelphia Association for
Retarded Citizens
1211 Chestnut Street
Philadelphia, Pennsylvania 19107

SP/sr

c: ✓ BF Accept/Pending Folder
Pamela Needham





Philadelphia Association for Retarded Citizens

(WE'LL PUT u
FILE)

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

(215) LO 7-3750

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Immediate Past President
Edward Jawer

January 22, 1975

EXECUTIVE DIRECTOR
E-A. Gentile

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

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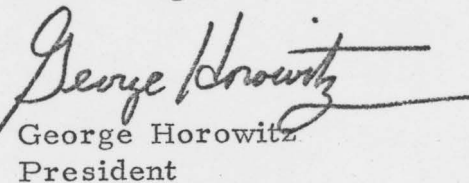
Mrs. Hertha Basch
Herman Berg
Mrs. Audrey Coccia
William J. Cohen, Ph.D.
Mrs. Ida Conn
Neal A. Cupersmith
Gerald Haas
Mrs. Virginia Kaplan
Irving Kosmin
Francis Lederer
Ralph Mahoney
Rear Adm. Wm. McCormick
Mrs. Betty McQuiggan
Kathy E. Miller
Hon. Max Plevsky
Anthony Quintile
Mrs. Dorothy Rinker
Thomas M. Rowland, Jr.
Hon. Frank A. Salvatore
Anthony F. Santore
Allen Taub
Fred Toff
Mrs. Evelyn Wanitsky
Mrs. Florence Wilson
James R. Wilson, Jr.

Dear Mrs. Ford:

I have received with joy and pride your gracious acceptance to our Silver Anniversary Dinner.

The evening of May 12th will be a very special one for us. May I assure you that our Staff will do everything possible in seeing to your comfort and enjoyment.

Warm regards,


George Horowitz
President

GH/lf

PARC-AIDE

REPRESENTATIVES

Mrs. Fae Aaronson
Mrs. Doris Greenberg
Mrs. Rookie Kotchek
Mrs. Lorraine Levick
Mrs. Selma Pelley

PAST PRESIDENTS

Bernard Dattner
Samuel Goldman
Martin Papish, Esq.
Dr. Bernard Sherman
Mrs. Edith Taylor





Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

23
FVT
tell put in
the file



567-
(215) LO 7-3750

OFFICERS

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George Horowitz
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Mrs. Rookie Kotchek
Mrs. Lorraine Lavick
Mrs. Selma Pelley

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Dr. Bernard Sherman
Mrs. Edith Taylor

January 22, 1975

EXECUTIVE DIRECTOR
E-A. Gentile

Ms. Susan Porter
White House
1600 Pennsylvania Avenue
Washington, D. C.

Dear Susan:

Those thunderous distant noises you may be hearing in Washington, are really the sounds of jubilation emanating from our office.

We received Mrs. Ford's letter of acceptance, and needless to say all of us are delighted. I should like to personally thank you, Susan, for your guidance was most valuable. Sally Runyan certainly receives my vote for the most patient person in the world. I'm just amazed and grateful that my phone calls haven't "driven her up the wall".

To both you and Sally, my sincere thanks, I am most grateful.

I will be in touch with you shortly, to go over plans with regard to May 12th.

Ms. Shellie Anderson
Special Project Consultant



SA:jb

17

THE WHITE HOUSE
WASHINGTON

Dear Mrs. Ford,

The invitation extended to you for February 6 by the Philadelphia Association for Retarded Citizens and their hopes to present to you their 1975 Humanitarian Award was regretted. The date of this big dinner in Philadelphia has now been changed to April or May. Because this organization, its award and the fact that it's their Silver Anniversary have been given very high recommendations by members of our Domestic Council, I thought you might want to reconsider it for one of these new dates (see letter).

☒ Accept;
date:

☐ Regret

Thank you,

susan





Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

(215) LO 7-3750

December 26, 1974

EXECUTIVE DIRECT
E-A. Gentile

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PAST PRESIDENTS

Bernard Dattner
Samuel Goldman
Martin Papish, Esq.
Dr. Bernard Sherman
Mrs. Edith Taylor

Mrs. Gerald R. Ford
c/o Ms Susan Porter
The White House
Washington, D. C.

Dear Mrs. Ford:

In response to your request, through your very friendly and capable staff, we are pleased to submit several dates for your consideration.

We are sincerely honored by your interest in attending our 25th Anniversary Award Dinner and hope one of these dates will be convenient for you. The affair will be held at the Bellevue Stratford Hotel, as before.

The dates are:

Monday, April 14
Wednesday, April 16
Tuesday, April 22

Monday, May 12
Wednesday, May 21
Friday, May 23
Tuesday, May 27

THIS MIGHT BE GOOD.

We hope you are enjoying your vacation and wish you and the First Family a very happy and healthy new year.

Sincerely yours,

George Horowitz
President

GH/lf



ok file
(6)

THE WHITE HOUSE
WASHINGTON

Susan,

I spoke with Shelley Anderson, Philadelphia Association for Retarded Citizens, and explained that we could not commit Mrs. Ford at this time. If she wanted to write a second invitation with the new date that she was welcomed to. She asked if I could give a good possible date which I declined to do. ~~She will write again with two possible dates!~~

Their letter is
Sally *attached*

Dec. 17



FIRST LADY (3) +

December 17, 1974

IV/1975/ST38/Phil.

HE 1-11
MA/H *

Dear Mr. Horowitz,

How much I appreciated your gracious letter inviting me to be the guest of honor at the Silver Anniversary President's Installation and Award Dinner of the Philadelphia Association for Retarded Citizens and receive the Philadelphia Association's "Humanitarian Award." I am deeply honored by the tribute conveyed and wish that it were possible for me to accept. The upcoming official schedule, however, will not permit me this opportunity.

I hope you will convey to all attending my warmest greetings and my deep admiration for the outstanding program of the Philadelphia Association for Retarded Citizens. These special people have much to contribute to our lives and our world and they are enriched for the interest and commitment of programs like yours. May this occasion be a truly memorable one.

With gratitude and my warmest best wishes,

Sincerely,

BETTY FORD

Mr. George Horowitz
President
Philadelphia Association for
Retarded Citizens
1211 Chestnut Street
Philadelphia, Pennsylvania 19107

c: Pamela Needham

SP/sr



RECEIVED

DEC 19 1974

SOCIAL FILES

(17)

THE WHITE HOUSE

WASHINGTON

Dear Mrs. Ford,

You have been invited by the Philadelphia Association for Retarded Children, Inc. to be their guest of honor and recipient of their PARC Humanitarian Award at the Silver Anniversary President's Installation and Award Dinner of the Philadelphia Association for Retarded Children. This will be held Thursday, February 6th in Philadelphia.

I solicited the recommendation of the Domestic Council about the organization and the award and the response is a very favorable one urging you, if possible and if you wish, to accept (their comments are attached).



THE WHITE HOUSE

WASHINGTON

In thinking about the date of
February 6, I spoke with Warren and
the foreign visit which is tentatively
listed on the President's schedule for
that date has been moved to February 5th
thus this date is clear.

_____ Attend on February 6 and
accept Award

X Regret *With a nice letter*
Due to a State function
(I think this would be a fine one to
even though State dinner
on the 5th!
list under your retarded childrens
category we were talking about.)

Thank you,

susan
D.

THE WHITE HOUSE

WASHINGTON

December 9, 1974

MEMORANDUM TO:

SUSAN PORTER

FROM:

RU

PAMELA NEEDHAM

SUBJECT:

Invitation for Mrs. Ford to
Receive PARC Award

Attached is some information from Fred Krause of the President's Committee on Mental Retardation concerning Mrs. Ford's invitation to attend a dinner to be given by the Philadelphia Association for Retarded Children. As you see, he recommends that she accept; I concur in that recommendation.

Please let me know if Mrs. Ford will attend and if you will need any more information.

Attachments





pcmr

December 2, 1974

MEMORANDUM FOR THE HONORABLE PAMELA NEEDHAM

In response to your November 26 inquiry concerning the invitation Mrs. Gerald Ford received to attend a Dinner to be given by the Philadelphia Association for Retarded Children, I would recommend that she accept.

I am well acquainted with Mr. George Horowitz, the President of PARC. He is a very fine gentleman and a dedicated worker on behalf of the mentally retarded. Philadelphia has a number of outstanding programs for the mentally retarded. Also, Pennsylvania was the instigator in a major Federal court decision giving the right to education to all handicapped children. The fact that the Philadelphia ARC is celebrating its Silver Anniversary is an indication of their long tenure and success.

From reliable sources, I understand this will be a well-attended banquet. The Mayor, Governor and many other officials and dignitaries have been invited to attend. If Mrs. Ford accepts the invitation, we would be very pleased to assist in providing more background information in preparation for her to receive the "PARC Humanitarian Award."

Fred J. Krause
Executive Director

recd. 12/4/74

November 21, 1974

MEMORANDUM FOR: Pam Needham
Jim Cavanaugh

FROM: Susan Porter

Mrs. Ford has received the attached invitation to be guest of honor at the 25th Anniversary Installation and Award Dinner of the Philadelphia Association for Retarded Children. They would like to present to her at that time "The PARC Humanitarian Award".

May I have your comments about the organization and the award and your assessment of the advisability of her attending?

Thank you.



11/20

PHILADELPHIA ASSOCIATION FOR RETARDED CHILDREN, INC.

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PA. 19107 • (215) LO 7-3750



OFFICE OF THE PRESIDENT
GEORGE HOROWITZ

November 15, 1974

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

Dear Mrs. Ford,

We would be deeply honored if you could be our guest of honor, and recipient of "The PARC Humanitarian Award" at the Silver Anniversary President's Installation and Award Dinner of the Philadelphia Association for Retarded Citizens.

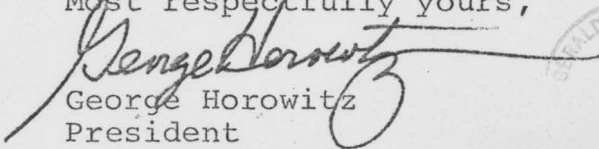
As discussed by Miss Runyan of your staff and Miss Anderson, Special Project Consultant for PARC, the date for our Silver Anniversary evening is Thursday the sixth of February, nineteen hundred seventy-five. The dinner is to be held at the Bellevue Stratford Hotel. We Philadelphians are quite proud of the Bellevue, as it has been graced by the presence of every President and First Lady since it was built, seventy years ago. We would be delighted to serve as the cause of your first visit as First Lady.


With your gracious presence, our Silver Anniversary would surely become a golden memory for many years to come.

The enclosed materials highlight a few of our programs.

I will look forward to hearing from your staff, and we wish you, the President, and your lovely family every blessing on this Thanksgiving.

Most respectfully yours,


George Horowitz
President



GH/s

*The Silver Anniversary Awards
Presented to:*

ED SNIDER AND THE PHILADELPHIA FLYERS
Mr. Ed Snyder, Chairman of the Board

THE PARC-AIDES
Mrs. Doris Greenberg, President

BARBAROSSA CHARITY FOUNDATION
Mr. Irvin Flinstein, Chairman

PHILADELPHIA JAYCEES
Mr. Neal Cupersmith, President

UNICO
Mr. Albert Scarcelle, President

Patrons Page

Albert Einstein Mental Health/Mental Retardation Center

Atlantic Richfield Company

Barbarossa Lodge

Bell Telephone

Congregation

Eman Group

Golden Slipper

Hahnemann C

Ken-Crest

Laventhol, Ho

PARC Aides:

Mrs. Paul's K

People Acting

Philadelphia A

Philadelphia Flyers

Philadelphia Jaycees

Philadelphia Nation

Pine Hill

Programs for Excep

Special People in the

Strawbridge and Clo

The Spectrum

The Union League

UNICO

Universal Match Con

Wellington Jewels

The Silver Humanitarian Award

The Silver Humanitarian Award, which is to be presented to Mrs. Gerald R. Ford, was handcrafted by F. J. Cooper, Inc., of Philadelphia. The design is comprised of a natural geode with amethyst crystals. Two silver figures of a mother and her child are poised on the surface by the mouth of the rock.

Expressed within its haunting beauty, the award dramatizes a determined mother, leading her child with dignity . . . from veritable darkness . . . into a brighter world . . . filled with hope . . .

. . . A world which the Philadelphia Association for Retarded Citizens helped to create with 25 years of fervent and constant dedication.



2400 West
Moreland St.
25 ~~minute~~ ^{minute}
hunting park -

PARC's Work Training Center

Trainers, at Center Medco

Apron - Gayle Ford

Note paper - Mrs. Ford

Beach Bag - Susan

Pillow - Puer.

Picture could be taken in suite
with Mrs. Ford & gifts.

Aides - Women Volunteers who do for 20
of food - Mrs.
* PARC Pin with Diamond in it to be
given with
helping hand pin - plain to be given
to her -

Mayor Rizzo is running in primary
wh. after - Press will greet
him at airport on arrival.

* Mr. Frank Jasper - Ballroom
(215) PE 5-0700 Electrician

* Sam Leonard - Chief Electric
Engineer



Extensims ~~if~~ if no cables -
what do they normally

radio stations

Shelly - Pres. Planning
Josie Arudo - Press / Media

Attendance - approx. 700

Private Reception - 6:00 PM.
Attendance - 200 people
Room → North Campus Rd.
Net

Dinner

Main Ball Room -

Press - Three Socy Reporters +
Official Photographers -

Ruth Seltzer - Philo Twp.

Joseph Dever - Philo Bulkin

Bill Curvey - Phil Twp

a Rio George & Esther Horowitz will be
host -

(**) Send Mrs. Ford letter to Josie/
Send info. on Mrs. Ford's involvement
in reburial to Josie
Enrico Cimino - Banquet Menu.



intercepting attendees -

Bars close at 6:30. Mrs. Ford
will be leaving about 6:40

2 tier head table -
Approx 32 at head table -
18

60 sec. welcoming remarks: Natt Getlin of
Wright

2 hrs ~~Edge~~ Arlen Adams involved in.
Rt. to Education - one of 3 judges
Mental Health Rebutal

Head table intro, while dessert
going in.

✓ list of head table -

Mrs. Ford will enter about 7:15 - 7:20

* Songs → Mike Dwyer

Award winners -

Award an amnesty Rock -

1st humanitarian award to be
given - will be given every yr.



~~W~~ Writing Press - where seated

Who wd pay?

Buffet - where
Press tables - for ~~city~~ sitting

Planes/hypocasters, pens, papers, etc
close by

~~7~~

total of 10 for Press - writing Press

* Mike Duples - requirements

TV

Set prior to 6:00

Ban

Facilities available 5hr. #1-6
Credentialed 5hr. 5

balcony to Stage \rightarrow 120 odd Feet

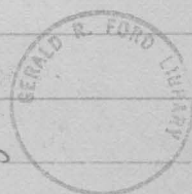
Cosby Level
Ballroom - 2nd Floor Level
pay phone,

3 6' tables

~~7~~ 7:30 -

7 phones near clock room

3 phones around corner



Pool - find out what situation
Malt

4 people from private reception

4 up from Inquiries → Maria Rose
Bill Cunn
Ruth Seltzer
~~12 Dora~~ (Storch)



32

Malt Bot

John Essig → ⁽²¹⁵⁾ TE 9-7000

Channel 3 - C1

CWCAU-TV

Channel 6 -



Josie Aceto

Philadelphia Association for
Retarded Citizens

Phila. Pa. 19107

Co. 7-3750

K_{1.6}-3770 home +

K1.6-2192 - home also

Plat

Correspondence

Speech / Remarks For Mrs. Ford

Electrician

Tosci
n

Yetta Weiss

Item:

3 TV

3 Radio

3 dehydr.

AD / UPI

THE PHILADELPHIA ASSOCIATION FOR RETARDED CITIZENS

SILVER ANNIVERSARY HUMANITARIAN AWARDS DINNER

May 12, 1975

Bellevue Stratford Hotel

PROGRAM SCHEDULE

WELCOMING REMARKS

Mr. Natt S. Getlin
Vice-President for Public Affairs
Philadelphia Newspapers, Inc.

(60 Sec.) Judge Arlin Adams - stands up Accompanied by George Horowitz
"THE STAR SPANGLED BANNER"

Miss Linda Burkhard
Philadelphia Lyric Opera Company

INVOCATION

Rabbi Samuel Berkowitz
Temple Emanu-El under 90 Sec.

DINNER

"A MESSAGE FROM THE
NATIONAL EXECUTIVE DIRECTOR"

approx 1 hr. 15 min
Proposal of toast to Mrs. Ford by Judge Adams after appetizer
Dr. Philip Roos
National Association for
Retarded Citizens

"A MUSICAL TRIBUTE TO
THE FIRST LADY"

Approx - 10 min.
Mr. Mike Douglas - (Songs)

SILVER ANNIVERSARY AWARD
PRESENTATIONS

Mr. Edward Piszak - Presentor
President, Mrs. Paul's Kitchens

SILVER HUMANITARIAN AWARD
PRESENTED TO
MRS. GERALD R. FORD

Mr. George Horowitz, President
Philadelphia Association for
Retarded Citizens

ACCEPTANCE

Mrs. Gerald R. Ford

BENEDICTION

His Eminence
John Cardinal Krol

Dinner over Approx. 10:00 A.M.

Prepared April 18, 1975



For immediate release
Saturday, May 10, 1975

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

Mrs. Betty Ford will be honored at a dinner hosted by the Philadelphia Association for Mental Retardation (PARC) in Philadelphia, Pennsylvania on May 12 at 7:15 p.m. The dinner will be held in the Ballroom of the Bellvue Stratford Hotel at Broad and Walnut Streets.

Mrs. Ford will be the recipient of PARC's Silver Humanitarian Award. George Horowitz, President of PARC, will present the award to Mrs. Ford. Upon accepting the award Mrs. Ford will make brief remarks.

Mrs. Ford will be the recipient of PARC's Silver Humanitarian Award. The award is being given for the first time this year and will be an annual presentation henceforth. George Horowitz, President of PARC, will present the award to Mrs. Ford. Upon accepting the award, Mrs. Ford will make brief remarks.

PARC is a private non-profit organization governed by a volunteer board dedicated to obtaining "first-class citizenship for citizens who are retarded." Founded 25 years ago by the parents of eight retarded children, PARC now employs a large staff of specialists to provide services which include a work training center, community living arrangements, day care facilities, community referral service and "Hot Line," legal assistance and community awareness programs.

There will be approximately 750 guests attending the Silver Anniversary Dinner.

The program will include Rabbi Samuel H. Berkowitz, who will deliver the benediction. Federal Judge, Arlin M. Adams, who serves in the U. S. Court of Appeals and who has demonstrated concern throughout the years for retarded citizens, will be toastmaster. Natt S. Getlin, vice president of public affairs, Philadelphia Inquirer and the Philadelphia Daily News is honorary chairman of the dinner. Mike Douglas will entertain. In addition to the presentation to Mrs. Ford, PARC will honor five organizations closely aligned for many years in PARC endeavors, both in fund raising and in voluntary support and activities. They are: Ed Snider and the Philadelphia Flyers, the PARC-Aides, Barbarossa Charity Foundation, UNICO and the Philadelphia Jaycees.

The menu includes:

Broiled Fruit with Rum
Cobb Spinach Salad
Prime Ribs
Broccoli Polynaise
Potato O'Brien
Baked Alaska

The wine is:

Giacobazzi Lambrusco

Press Contact:

Josie Aceto (215)Lo- 7-3750 Office
(215)Ki-6-3770 Home

* * * *





Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

January 22, 1975

215) LO 7-3750

FOR IMMEDIATE RELEASE:

PARC TO HONOR FIRST LADY AT SILVER ANNIVERSARY DINNER

Philadelphia, Pa., Mrs. Betty Ford will be guest of honor at the Philadelphia Association for Retarded Citizens Silver Anniversary Dinner, on Monday, May 12, 1975, to be held at the Bellevue Stratford Hotel at 7 p.m. Announcement was made by PARC President, George Horowitz.

In making the announcement, Mr. Horowitz said, "After 25 years of dedication and painstaking effort on behalf of thousands of mentally retarded citizens, we feel that the gracious appearance of Mrs. Ford will be a culmination of many dreams and aspirations which we have made come true." Mr. Horowitz continued, "By honoring Mrs. Ford, we will further commit ourselves to increasing our efforts to secure hope and dignity for the retarded citizen. Mrs. Ford has been a staunch supporter of our cause and her encouragement will serve as a fine example to many thousands of citizens who look to the First Lady as the finest example of American womanhood."

- 30 -

For further information
contact: Shellie Anderson





Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

Bellevue - Street

(215) LO 7-3750

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EXECUTIVE DIRECTOR
E-A. Gentile

May 6, 1975

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

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PAST PRESIDENTS

Bernard Dattner
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Dr. Bernard Sherman
Mrs. Edith Taylor

Dear Sheila:

Per your request, the attached memo was hand-delivered today to the Associated Press and United Press.

Last week, I sent packets of material to editorial pages of our three daily newspapers as well as to editorial directors of key radio and television stations.

I don't want to burden you with enclosures and duplicates.

Sincerely yours,

Josie Aceto

Josie Aceto
Director of Development and
Community Relations

c.c. Ms. Shellie Anderson





Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

MEMORANDUM TO NEWS MEDIA

Mrs. Gerald Ford's Visit

Mrs. Gerald Ford will be the guest of honor at a dinner Monday, May 12, 1975, 7 p.m. commemorating the 25th anniversary of the Philadelphia Association for Retarded Citizens (PARC). The function will be held at the Bellevue Stratford Hotel, Broad and Walnut Streets.

Those members of media wishing to cover this event should phone credential requests to Yetta Weiss or Josie Aceto, staff, Philadelphia Association for Retarded Citizens, 215-LO. 7-3750.

Deadline for receipt of the credential request and information is noon, Friday, May 9. Information may be phoned in. Regular office hours are 9 a.m. to 5 p.m.

The following information is required:

NAME _____
AFFILIATION _____
HOME ADDRESS _____
SOCIAL SECURITY NUMBER (OR PASSPORT NUMBER) _____
DATE OF BIRTH _____ PLACE OF BIRTH _____
BUSINESS TELEPHONE NUMBER _____

Credentials must be picked up in person by each individual member of the media, Monday, May 12 between noon and 5 p.m. in the Viennese Room, lobby level, Bellevue Stratford Hotel, Broad and Walnut Streets.

Identification also must be presented in order to obtain credentials. Three forms of identification are required:

1. Identification issued by the affiliation of the news media representative.

-more-

Memo to News Media

Add: 1

2. Press card or parking card issued by local police.

3. Driver's license, or substitute.

The filming and photographing during the program at the dinner will be from the balcony. Thus, cameramen and photographers are advised to be able to work from a distance.

Mrs. Ford will be presented with PARC's Silver Humanitarian Award.

Enclosures: Program
News release
Fact sheet on PARC

All photographic camera equipment must be set up by 6 p.m., May 12, in the Ballroom. That room will be available from 1 p.m., Monday, May 12.

Respectfully submitted

Josie Aceto

Josie Aceto
Director of Development and
Public Relations
The Philadelphia Association
for Retarded Citizens

May 6, 1975

JA/em



Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

(215) LO 7-3750

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Edward Jawer

EXECUTIVE DIRECTOR

E-A. Gentile

May 6, 1975

Herbert G. Pelkey
State News Editor
The Associated Press

Dear Herb:

Kindly put this memo to news media re
Mrs. Gerald Ford over city wire.

Sincerely yours,

Josie Aceto

Josie Aceto
Director of Development and Community
Relations

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Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

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EXECUTIVE DIRECTOR
E-A. Gentile

May 6, 1975

Ed McFall
Bureau Manager
United Press International

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James R. Wilson, Jr.

PARC-AIDE REPRESENTATIVES

Mrs. Fae Aaronson
Mrs. Doris Greenberg
Mrs. Rookie Kotchek
Mrs. Lorraine Levick
Mrs. Selma Pelley

PAST PRESIDENTS

Bernard Dattner
Samuel Goldman
Martin Papish, Esq.
Dr. Bernard Sherman
Mrs. Edith Taylor

Dear Mr. McFall:

Kindly put attached memo to news media re:
Mrs. Gerald Ford over city wire.

Sincerely yours,

Josie Aceto

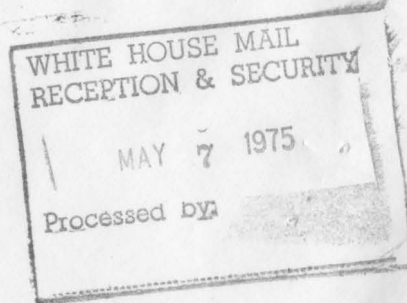
Josie Aceto
Director of Development and
Community Relations



Philadelphia Association
for Retarded Citizens
1211 CHESTNUT STREET, PHILADELPHIA, PA. 19107



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





Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

NEWS MEDIA MEMORANDUM

EVENT: MRS. GERALD FORD TO BE GUEST OF HONOR OF THE PHILADELPHIA ASSOCIATION FOR RETARDED CITIZENS (PARC'S) 25TH ANNIVERSARY OBSERVANCE

DATE: Monday, May 12, 1975

PLACE: [Bellevue Stratford Hotel,
Broad and Walnut Streets, Philadelphia

reception (6 p.m.) and dinner, (7 p.m.)

We are submitting this material to extend an invitation to cover the function and to transmit the White House security requirements for credentialling. In keeping with these requirements, kindly send a letter to PARC by Tuesday, April 29 with data requested as described on pages b and c.

PROGRAM AND PARTICIPANTS

[Mrs. Ford will be the recipient of PARC's Humanitarian Award. It will be presented by George Horowitz, president of PARC since 1970 and a volunteer in the organization for 18 to 20 years. He is also executive vice president of Yahn and McDonnel, Inc., of Philadelphia.

The attached program for May 12 lists the other major participants in the evening's program.

SIGNIFICANCE OF MRS. GERALD FORD'S VISIT TO PHILADELPHIA TO RETARDED PERSONS AND OF PARC'S 25TH ANNIVERSARY

Retarded persons, one of the nation's minorities, for too long were deprived of their constitutional rights. Parents of these youngsters twenty five years ago were virtually alone

News Media Memo

in their efforts to establish services .

In the attached profile, an historic perspective is presented, to suggest the meaning of Mrs. Ford's visit not only for persons in Philadelphia who are retarded but in the nation. Also described is the pioneering work of PARC in such areas as right to education, day care for preschoolers, and in vocational training.

good theme → With the Bicentennial almost here and almost a decade since the passage in the Commonwealth of the Mental Health and Mental Retardation Act of 1966, democracy does unfold through the story of PARC and the voluntary spirit that is its history.

NEWS MEDIA AND SECURITY CREDENTIALLING

PARC was advised by the White House that Mrs. Ford, in keeping with her general practice, will not hold a formal news media conference. Mrs. Ford may, on her way into the May 12 function or as she leaves, answer questions from news media representatives. We will not have definite word on this until about 10 days before the event.

These requirements for news media credentialling require that PARC receive a letter by April 29 from each news media outlet which want to cover reception, dinner, and possible informal questioning session. The letter must list the name, social security number, date and place of birth of each member of the news media corps including, photographers assigned to any aspect of the function.

In your letter, kindly indicate whether one or more members

News Media Memo

of the working press will be PARC's guests at the reception and dinner. The reception begins at 6 p.m. and the dinner at 7 p.m.

PARC also suggests for your convenience that you list names of alternates in this same letter if that seems feasible.

Press Contact
The White House does require that news media present credentials the evening of the function as well. Kindly address your letter to: Josie Aceto, director of development and community relations, Philadelphia Association for Retarded Citizens, 1211 Chestnut Street, Philadelphia, Pa. 19107

FOR FURTHER INFORMATION

George Horowitz, President, Philadelphia Association for Retarded Citizens, 427-4400

Josie Aceto, Director of Development and Community Relations, PARC, LO 7-3750.

E-A. Gentile, Executive Director, PARC, LO 7-3750.

Ms. Shellie Anderson, PARC's special projects director, LO 7-3750

ATTACHMENTS: 1. PROGRAM FOR MAY 12, 1975

2. A profile of PARC: Quarter Century Turning Points

COVERAGE CORDIALLY INVITED



THE PHILADELPHIA ASSOCIATION FOR RETARDED CITIZENS

SILVER ANNIVERSARY HUMANITARIAN AWARDS DINNER

May 12, 1975

Bellevue Stratford Hotel

PROGRAM SCHEDULE

WELCOMING REMARKS

Mr. Natt S. Getlin
Vice-President for Public Affairs
Philadelphia Newspapers, Inc.

"THE STAR SPANGLED BANNER"

Miss Linda Burkhard
Philadelphia Lyric Opera Company

INVOCATION

Rabbi Samuel Berkowitz
Temple Emanu-El

DINNER

"A MESSAGE FROM THE
NATIONAL EXECUTIVE DIRECTOR"

Dr. Philip Roos
National Association for
Retarded Citizens

"A MUSICAL TRIBUTE TO
THE FIRST LADY"

Mr. Mike Douglas

SILVER ANNIVERSARY AWARD
PRESENTATIONS

Mr. Edward Piszek - Presentor
President, Mrs. Paul's Kitchens

SILVER HUMANITARIAN AWARD
PRESENTED TO
MRS. GERALD R. FORD

Mr. George Horowitz, President
Philadelphia Association for
Retarded Citizens

ACCEPTANCE

Mrs. Gerald R. Ford

BENEDICTION

His Eminence
John Cardinal Krol

Prepared April 18, 1975

*Toastmaster
Arline M. Adams*



A PROFILE OF THE PHILADELPHIA ASSOCIATION FOR RETARDED CITIZENS
Written April 17, 1975

QUARTER-CENTURY TURNING POINTS

[First-class citizenship for citizens who are retarded -- one of the nation's minorities -- continues as a primary goal of the Philadelphia Association for Retarded Citizens (PARC).

The First Lady by her gracious acceptance to be guest of honor on the occasion of PARC's 25th anniversary observance May 12, 1975 is helping to give status to those citizens too long deprived of personhood and too long considered second-class citizens. She is giving credence to the great strides that persons who are retarded are capable of making. Despite the fact they are slower to learn, they become productive citizens when given adequate opportunities through specialized education, vocational training and other services which PARC and others have pioneered to create.

To achieve the constitutional rights of persons who are retarded citizens -- the right to education, the right to work, the right to medical treatment, the right to first-class citizenship, the right to live in the community in sociability and fellowship -- is the essence of the reason for the existence of PARC.

When PARC was 21 years old, the attached history was written from the hearts and minds of parents who described not only the progress that came about since PARC's founding by eight parents, but the depth of stigma that existed about retardation a quarter of a century ago. That stigma still persists.

The pioneering endeavors of PARC to change the status of these citizens toward personhood is suggested by the following accomplishments:

--Establishing and operating the first work training center in Philadelphia, thus helping to demonstrate that many citizens who are retarded can be productive workers and taxpaying citizens when given specialized training.

--Helping to achieve right to education. A consent decree issued in a Federal court in Philadelphia said that every school-age child who is retarded in Pennsylvania is entitled to a free public education.

A Profile of PARC

-- Demonstrating in the 1970's for the first time in Philadelphia that the preschooler under three years old who is severely retarded could be stimulated to become more aware. Many of these children can now learn to sit up, to crawl and to walk.

In 1975, the perspective of PARC is city wide, state wide and nation wide. Its mandate is specifically to know and help meet the needs of the 60,000 to 90,000 persons in Philadelphia who are retarded. PARC is a nonprofit private organization with chartered city wide purpose.

PARC, in concert with its local and state affiliates in the citizens' - volunteer movement, worked for and helped gain the passage in Pennsylvania of the historic Mental Health and Mental Retardation Act of 1966. That Act considered of national importance, mandated the establishment of adequate community-based services for persons in Pennsylvania who are mentally retarded and mentally ill.

In noting both the growth of PARC and the growth of services since the passage of that Act, George Horowitz, president of PARC, said we are only scratching the surface of what must be done for the mentally retarded citizens. By "we" he is referring to PARC, to the Commonwealth, to the city and federal governments, to schools, medical institutions and almost every segment of society:

On the plus side, the community services that are emerging are producing some of the hoped-for changes. In this pivotal period, PARC internally is reshaping its capacity to help in new ways.

In 1974, PARC changed its name from the Philadelphia Association for Retarded Children, also PARC, to the Philadelphia Association for Retarded Citizens to denote the importance of its work with the total age-group.

PARC is an organization governed by a volunteer board, but with expertise coming not only from volunteers, but a large and well trained staff. As a result of courageous decision-making and bold budgeting, PARC's Board of Directors in 1974 added several new professional staff persons to give citizens who are retarded greater opportunities in areas suggested by the following -- a few examples of PARC's projects.

COMMUNITY LIVING ARRANGEMENTS

PARC will help accelerate the dispersal, as appropriate, of population in institutions. By adding a new staff position in 1974 -- a social worker -- PARC can increase its involvement with community organization efforts to develop proper supportive services for individuals leaving institutions; to aid in

A Profile of PARC

locating and developing groups of persons to organize residential homes and to intensify PARC's cooperation with government agencies dealing with zoning, building, construction, safety features and adequate funding of group homes.

PARC'S WORK TRAINING CENTER

Founded in 1957, this center has enabled many citizens who are retarded to be trained to work in banks, post offices and other businesses. For those unable to work in every-day settings, PARC maintains a sheltered workshop to which contract work is brought from industry and other sources.

A new annex at the Center, still to be dedicated, includes a model apartment which makes it possible for trainees to learn and strengthen community and home living skills. This can have special significance for those who have lived in institutions, and are ready to embark on a new life.

RIGHT TO EDUCATION

In 1974, PARC created and filled the position of its first full-time staff attorney. One of her functions is to help parents prepare testimony for the school district's due process hearings -- the legal procedure established by the consent decree to determine what is an appropriate placement for a child when the parents disagree with the placement proposed by the school district.

DAY CARE CENTERS FOR INFANTS AND TODDLERS AND PARC'S DAY CARE AND TRAINING SCHOOL.

The intent of PARC's program, already described, for the preschooler who is severely retarded is to create the most adequate sensory stimulating environment possible to provide abilities where such toddlers before evidenced only deficits.

On July 1, 1974 that pioneering day care program was officially transferred to the aegis of Hahnemann Medical College and Hospital's Community Mental Health and Mental Retardation Center. With the growth of community mental health and mental retardation centers, mandated by the 1966 Act, new day care centers were emerging. Until very recently these new day care centers did not feel able to work with the preschooler under three years old who is severely retarded. PARC demonstrated how and remains very much involved, but on a city wide basis with these day care programs.

PARC continues to conduct a day activity program for adults who were enrolled in the school. These adults -- most are severely retarded -- were transferred to PARC's

A Profile of PARC

Work Training Center.

The PARC Day Care and Training School pioneered in developing teaching methods in Philadelphia for citizens who are retarded as well as in demonstrating that these children and adults in many instances did not have to sit home idle or be in institutions. The University of Pennsylvania, Temple University, Philadelphia General Hospital and other city institutions sent students there for internships.

COMMUNITY REFERRAL SERVICES

A social worker staffs PARC's community referral service and PARC's Hotline, LO 3-PARC (7272). That division is developing a central resource file on services for persons who are retarded in Philadelphia and in the surrounding area and has issued a referral manual, designed to be helpful to families of persons who are retarded and to professional persons who come in contact with these citizens.

IMPROVING INSTITUTIONS

Though PARC works to have as many persons as possible leave institutions, it is concerned with converting the human warehouses to creative places of living for those destined to remain there. PARC's new staff member in residential services assists PARC's Residential Services Committee with those challenges.

APPROPRIATE FUNDING

PARC works to try to ensure adequate city wide funding for services for citizens who are retarded. Its voice is also heard at state wide and national levels.

EDUCATION FOR DOCTORS, DENTISTS AND OTHER CARETAKERS

Children and adults who are retarded have the right to expect the best care that 20th century knowledge can bring. PARC's involvement in such education is suggested by these examples:

--A symposium on retardation for physicians, nurses, social workers and clergymen, sponsored by The Children's Hospital of Philadelphia, The Philadelphia Child Guidance Clinic and Parent Network, was held in September 1974. This was initiated by PARC's chief of social services.

-- A task force on the dental care for citizens who are retarded is currently being formed by PARC to learn more about dental needs in the community and in state institutions and how

A Profile of PARC

these needs can be better met. Dentists, laymen and other appropriate professionals will participate in this review.

CONSUMERISM AND PARENT POWER

Parents of citizens who are retarded are veterans at fighting for better services.

A father's recent hardnose survey of mal-construction problems at Pennhurst's new modular units, reported in his powerful, documented statement, expressed in a news release issued by the Parents and Family Association of Pennhurst, has emerged in newsprint, and on radio and television. His wife aided in contacting news media.

Two mothers took an aggressive stand in 1974 in cooperation with interested dentists, to help establish more dental services. The attached excerpt SPARC* (May-June 1974), "Dentists Hear Mother's Plea for More Dental Services", describes a survey a mother initiated on her own by calling dentists before speaking at a conference for dentists. The Philadelphia Inquirer focused on her survey. The second mother also assumed leadership to help to solve dental problems as reported in the December-January 1975 issue of SPARC.

PARC gives assistance, when asked to such parents.

Parent Network, an organization still in its formative stage, is receiving special help from PARC, one of its 10 sponsoring organizations. Parent Network is a volunteer service of parents helping other parents. The network is designed as a crisis outreach to parents of offspring, who have problems such as mental retardation, brain damage, cerebral palsy, disabilities from auto and other accidents and epileptic seizures. The Network also advises these parents that there are professionally staffed community services, in many instances, to serve them. A premise in Parent Network policy is that, in some situations, only a parent of a child who is handicapped can communicate with another parent.

PARC AFFILIATES

PARC is affiliated with other citizen-volunteer groups, such as: Chester County Association for Retarded Citizens, Delaware County Association for Retarded Citizens, Montgomery County Association for Retarded Citizens, Pennsylvania Association for Retarded Citizens (Harrisburg), National Association for

* SPARC is PARC's bimonthly publication

A Profile of PARC

Retarded Citizens (Texas) and associations in New Jersey and other states.

PARC: THE MOTIVATING AGENCY PRINCIPLE AND THE MANAGEMENT TEAM APPROACH.

PARC also has been tooling up in 1974 and 1975 to increase its capacity to help others city wide to establish adequate and sufficient numbers and appropriate kinds of services.

New staff in the central office serve, as part of their function, as consultants to any individual or organization in the region or city who is interested in improving services or creating new ones for citizens who are retarded. In addition to the two social workers and attorney mentioned, another recently created staff post is filled by a person with a master's degree in special education. That discipline is concerned with the educational needs of persons who are handicapped. PARC's executive director is a graduate of the Wharton School and has served in many management consultant capacities.

PARC, for example, helps other smaller agencies write grant applications. It assists community volunteers who want to start group homes or workshops.

Other specialized agencies in the retardation field can funnel into PARC problems and issues from their catchment areas -- the geographic designations for establishment of services by neighborhoods. The responsibility of PARC is to look at unresolved or emerging problems city wide, to gain a city wide perspective and to seek solutions through city wide, state wide or nation wide action if necessary.

PARC is supported by federal, state and city government appropriations, foundation grants and volunteer fund-raising efforts.

All PARC services are provided at no cost to persons who are retarded and their families.

Membership dues, fund-raising programs and contributions by auxiliary groups and concerned citizens bolster support for a wide range of PARC's professionally conducted programs on behalf of retarded citizens.

PARC also conducts camping, recreational, rehabilitation, job-placement and counselling programs, dispenses public information and provides speakers, serves as authority on legal matters, planning and implementation of legislation, and as a liaison for citizens who are retarded and their families on all matters pertinent to the good and welfare of this sizeable segment of the community.

THE PHILADELPHIA ASSOCIATION FOR RETARDED CHILDREN*

Twenty-One Years of Struggle and Devoted Service

Twenty-one years ago eight Philadelphia parents of retarded children met in Center City. Then, a large and lusty-voiced body of public and professional opinion stigmatized the retarded. They were considered "hopeless", "incurable", useless human cargo carried in the baggage cars of society because nothing else could be done with them.

To demonstrate the parents' belief that their children could be helped and could later become productive citizens if given specialized training and guidance, would take money and they were not living in the "age of affluence". The \$250 needed for an incorporation fee loomed as a big obstacle to forming an organization to show what could be done for the retarded by doing it. Somehow the parents raised that money. So it began, 21 years of struggle and devotion that are the history of PARC.

A new public image of our children emerged gradually. In the mid-nineteen fifties PARC members were affiliated with a state and a national organization which strengthened our programs of public and professional information. Special classes for children for whom the public system had "no room", recreation to offset damaging social isolation, sheltered workshops and employment opportunities came to Philadelphia through PARC.

The retarded child lives generally years longer than his parents. Yet his need for special concern is not outgrown. Through PARC flagrant examples of sub-standard and downright horrible schools and institutions have been exposed. By the very nature of their handicap the retarded in time are destined to become "everybody's children". They must have spokesmen and defenders always, because they cannot plead for themselves at the court of public opinion.

PARC became their defender and spokesman. We are recognized as properly playing this role.

To achieve this, has been a struggle, with many defeats as well as victories along the way. But we cannot look long in a rear view mirror. There is too much around us and ahead that needs our attention. We have a school at 1440 N. Broad Street, other classes in Germantown, a large Work Training Center at 2400 Westmoreland Street, a system for transporting family members to visit institutions, camping and recreation programs, counseling for parents and an astonishing record of job placements.

Yet we see around us thousands we cannot yet afford to serve. Still we see the retarded often given the poorest facilities, left longest on waiting lists, exploited, abused and neglected in massive institutions, "put away" many miles from where their relatives live.

This is wrong. We see ahead a new struggle, to bring about a system of small residential units in communities to keep these people who must ever be of special concern, with us, near us, working to the limit of their abilities among us.

At age twenty-one we feel ready for the more complicated and difficult tasks ahead. We have learned a lot about helping retarded children to learn. The people of Philadelphia too have learned that retarded children are not just the responsibility of their particular parents. The privilege of helping those who need it most is given through PARC to all the people of Philadelphia. They are collective parents of all our retarded children, they must learn to love them all.

*In 1974 the name of the Philadelphia Association for Retarded Children was changed to the Philadelphia Association for Retarded Citizens.

Philadelphia Association for Retarded Citizens
1211 Chestnut Street
Philadelphia, Pennsylvania 19107
(215) LO 7-3750



The

SPARC

Vol. 19 No. 3
May-June, 1974

PUBLISHED BI-MONTHLY BY PARC, THE PHILADELPHIA ASSOCIATION FOR RETARDED CITIZENS

Dentists Hear Mother's Plea For More Dental Services

Professors in dentistry and in pediatrics who comprised the faculty for a three-day "Seminar for Training of Dentists in the Care of 'Exceptional' Children

of retarded persons. She told the dentists that these were not generally available now. For example, she noted that in preparation for her talk, she made

family of ten children toward two of these who are retarded. "My other children, for example accept their 21-year old retarded brother as 'my brother to be loved'."

She described the stigma she found in society toward the retarded. Mrs. Fialkowski said that she and her family have learned many lessons from their retarded children, and one of the hardest of these was to learn how to reach out into the community to speak

Temple University School of Medicine, and director, Handicapped Children's Unit, Saint Christopher's Hospital for Children.

PARC, through Dr. Bartram, also was invited to submit all its recommendations for the conference minutes. This invitation was relayed the next day on June 13 to "Parents for PARC" during their meeting with Mr. E-A. Gentile, PARC's executive director, at 1211 Chestnut Street. After

The dental seminar was sponsored by the Public Health Service Department of Health, Education and Welfare; Division of Dental Health, Pennsylvania Department of Health and Participating Agencies; Temple University Developmental Disabilities Center including Temple University School of Dentistry and Saint Christopher's Hospital for Children, Handicapped Children's Unit.

Fact Sheet: The Philadelphia Association for Retarded Citizens (PARC)

The First Lady as guest of honor at the 25th anniversary of the Philadelphia Association for Retarded Citizens is helping to give first-class citizenship status to persons who are retarded and too long deprived of personhood. She is giving credence to the great strides they are capable of making when given adequate opportunities through specialized services which PARC and others have pioneered to create. To achieve constitutional rights for citizens who are retarded -- the right to education, to work, to medical treatment and to live in the community in fellowship and sociability is PARC's reason for existence.

PARC is governed by a volunteer board with expertise coming from volunteers and a well trained staff. Its mandate is to know and help meet the needs of 60,000 to 80,000 persons in Philadelphia. With the passage of the Mental Health and Mental Retardation Act of 1966, which PARC and other groups advocated, Pennsylvania is mandated to establish adequate community services. When PARC was founded in 1949 by eight parents, families were virtually alone in their efforts to develop services. In 1975 PARC can turn more of its energies from running its own direct services to seeing that appropriate ones are established and maintained.

To prevent institutionalization, community living arrangements and supportive services are essential. By adding another social worker to its staff in 1974, PARC increased its involvement to help establish these and accelerate the dispersal of population in institutions.

PARC's Work Training Center, the first in Philadelphia in 1957 demonstrates that many citizens who are retarded can be trained to work in restaurants, banks, hospitals, post offices and other businesses, thus becoming taxpayers rather than taxburdens. A sheltered workshop and a day activity center are maintained there also for those unable to work in everyday settings.

The right to education consent decree of 1971 says every school-age child who is retarded in Pennsylvania is entitled to a free public education. PARC helped achieve that and in 1974 hired a fulltime staff attorney to help parents in due process hearings when they disagree with placement proposed by the school district.

Preschoolers under three years old who are severely retarded could be stimulated to become more aware. PARC demonstrated this in the 1970's for the first time in Philadelphia. Many of these children can now learn to sit up, to crawl and to walk.

PARC is working toward converting institutions from human warehouses to creative places of living for those destined to remain there as well as toward appropriate funding for the city's community services. It conducts a community referral service hotline (LO 3-7272);

(over)

seminars for doctors, nurses, clergymen and other caretakers; camping, recreational, rehabilitation, job placement and counselling programs. It serves as an authority on legal matters, planning and implementation of legislation; provides staff consultation to others, i.e. in writing grant applications, establishing work training centers and group homes and assist parent groups.

PARC services are free to persons who are retarded and their families. PARC is supported by federal, state and city government appropriations, foundation grants and volunteer fund-raising efforts. Membership dues, fund-raising programs and contributions by auxiliary groups and concerned citizens bolster support for a wide range of PARC's professionally conducted programs. It is affiliated with other local, statewide and national citizen-volunteers in similar associations.

Prepared April 21, 1975

Philadelphia Association for Retarded Citizens
1211 Chestnut Street, Philadelphia, Pa. 19107
Phone: (215) LO 7-3750

For immediate release
Wednesday, March 26, 1975

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

Mrs. Ford will greet the 1975 National Association for Retarded Citizens Poster Child this afternoon at 2:00 p.m. The poster child is 12 year old Gladys Kay Hall of Milbank, South Dakota.

Mrs. Ford will meet Gladys in the Map Room. Accompanying Gladys will be her foster parents, Ray and Jane LaRoche; Representative Larry Pressler of South Dakota who represents her district in South Dakota; and Representative Clair Burgener of California, former Vice President of the National Association for Retarded Citizens and himself the father of a retarded child.

Background information on Gladys is attached.

#



new

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:

Jack Murray 202/785-3388

FOR RELEASE 3 p.m. March 26, 1975

The First Lady, Mrs. Betty Ford, received an "I Love YOU" picture from thirteen year-old Gladys Kay Hall today as she performed her first official duty as 1975 Poster Child of the National Association for Retarded Citizens.

Accompanying Gladys were her foster parents, Mr. and Mrs. Ray B. LaRoche of Milbank, South Dakota; Marion P. Smith, President of the National Association for Retarded Citizens; Congressmen Larry Pressler (R), South Dakota; and Clair Burgener (R), California, former Vice Chairman, President's Committee on Mental Retardation.

As the 18th Poster Child, Gladys will represent the 225,000 member organization which is dedicated to the service of mentally retarded adults and children.

The artwork features a yellow background and lots of big red hearts. It was painted by Gladys as her entry in the NARC calendar contest for the bicentennial year. An art design contest is sponsored annually by NARC through its 1,700 local and state member associations. Winning pictures are selected for

- more -

reproduction on Christmas cards and calendars sold by the member associations to finance services for mentally retarded individuals in their communities.

A yellow and white star quilt was presented also to the First Lady, a gift of the South Dakota Association for Retarded Citizens and the Rosebud Indian Reservation. The quilt was hand-stitched by Mary Hawkaas, a 90 year-old Sioux Indian who is now deceased, at the Sicangu Association for the Handicapped, a NARC affiliate member.

Gladys, a special education student at Koch Elementary School in Milbank, is not a typical poster child. Three and one-half years ago, she and her two retarded sisters were on the verge of being committed to the care of the state school for mentally retarded individuals. Their mother had died about six months before and the load had grown just too great for their father. And there was no place for the children to go. Mr. LaRoche, a police officer in Milbank, offered to bring the children to live in his home until arrangements could be made to take care of them on a permanent basis.

The LaRoches' have three other children, two of whom have cretinism, another form of mental retardation and the "temporary arrangement" ultimately turned into one big, happy family. Because of sheer limitations of space in the LaRoche household, Gladys' older sister eventually went to live with another nearby family.

In announcing Gladys' selection as NARC Poster Child, Association President Marion Smith noted: "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, as she is in now, she will continue to develop that potential."

While on her Washington visit, Gladys also visited with Senator James Abourezk (D), South Dakota; Congressman John Brademas (D) Indiana, Chairman, Select Subcommittee on Education; Congressman Paul Rogers (D), Florida, Chairman, Subcommittee on Health and Environment; and Congressman Bill Young (R), Florida.



Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

(215) LO 7-3750

May 14, 1975

EXECUTIVE DIRECTOR
E-A. Gentile

File C 3.0

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

Dear Sheila:

As a follow-up on our conversation yesterday, enclosed are two sets of articles which appeared in the three daily newspapers May 13 and May 14.

- Daily News article, May 13
- Inquirer, Ruth Seltzer column, May 14
- Inquirer, May 13, front and inside pages
- Evening Bulletin, May 14, column by Joseph Dever
- Evening Bulletin, May 13 -- two versions of the column by Leslie Bennetts, first edition and three-star edition.

When we spoke yesterday, the first edition of Leslie Bennetts' column had just been published. Subsequently, the Evening Bulletin made several changes in it within approximately a two-hour span. I am told the first edition is published at 10 a.m. and the three star, in which the revisions appeared, about noon. The revised edition was used throughout May 13.

Thank you for your thoughtful and prompt cooperation in advance of the event and throughout May 12.

I will keep in touch with you on other aspects of news media coverage.

Sincerely yours,

Josie Aceto

Josie Aceto
Director of Development
and Community Relations

c.c. Shellie Anderson, E-A. Gentile

JA/em



PHILADELPHIA ASSOCIATION FOR RETARDED CITIZENS

1211 CHESTNUT STREET, PHILADELPHIA, PA. 19107

NEWS MEDIA KIT

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POSTMASTER: THIS PARCEL MAY BE OPENED FOR INSPECTION IF NECESSARY



Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

EVENT: MRS. GERALD FORD TO BE GUEST OF HONOR FOR 25TH ANNIVERSARY OF THE PHILADELPHIA ASSOCIATION FOR RETARDED CITIZENS

DATE: Monday, May 12, 1975

TIME: 7 p.m. dinner begins, followed by program

PLACE: Ballroom, Bellevue Stratford Hotel, Broad and Walnut Streets Philadelphia

DETAILS FOR NEWS MEDIA ARRANGEMENTS INCLUDE THE FOLLOWING: Please call on us in any way we can be of assistance.

CREDENTIALS TO BE ISSUED

Credentiailling for news media has been planned by the White House.

Credentials will be issued to news media Monday, May 12, between noon and 5 p.m. in the Vienesse Room at the Bellevue Stratford Hotel, lobby level, to those who made advance requests. Each individual from news media who is assigned to participate in coverage must pick up their credentials in person.

Identification also must be presented in order to obtain credentials. Two forms of identification are requested:

1. News media affiliation card
2. Local police card

SETTING UP EQUIPMENT (Sound, lights, cameras, etc.)

This must be completed by 6 p.m. Monday, May 12. The Ballroom will be available from 1 p.m. to 6 p.m. for these arrangements. Filming and photographing will be from the balcony of the Ballroom; thus, cameramen and photographers are advised to be able to work from that distance.

SCHEDULE FOR PHOTOGRAPHING AND FILMING

At the beginning of the program:

- As guests arrive in the Ballroom for dinner
- As official greetings are made
- As the First Lady enters the dining room
- Up to the time guests begin to eat

Mrs. Ford's Visit - May 12, 1975
NEWS MEDIA MEMO continued

(Schedule for photographing and filming continued)

After dinner is eaten, filming and photographing can be resumed throughout evening's program. The exceptions could be during the periods Mr. Mike Douglas is performing.

PROGRAM SCHEDULE

The attached program gives sequence.

NEWS MEDIA ROOM

The Vienesse Room, lobby floor, will be available as the news media room. Other information will be available there. PARC expects to serve news media representatives sandwiches and coffee during the dinner period.

HISTORIC SIGNIFICANCE OF MRS. FORD'S VISIT AND PARC'S SILVER ANNIVERSARY

Mrs. Gerald Ford will be the recipient of PARC's Silver Humanitarian Award. It will be presented by George Horowitz, president of the Philadelphia Association for Retarded Citizens (PARC).

According to Mr. Horowitz, "The First Lady, by her gracious acceptance to be guest of honor on the occasion of PARC's 25th anniversary observance, May 12, 1975, is helping to give status to those citizens too long deprived of personhood and too long considered second-class citizens. Mrs. Ford is giving credence to the great strides that persons who are retarded are capable of making. Despite the fact that they are slower to learn, they become productive citizens when given adequate opportunities through specialized education, vocational training and other services which PARC and others have pioneered to create."

When Mr. Horowitz speaks of PARC's purposes, he stresses above all as its prime goal to achieve the constitutional rights of persons who are retarded citizens -- the right to education, the right to work, the right to medical treatment, the right to first-class citizenship, the right to live in the community in sociability and fellowship.

Citizen volunteers -- the founders of PARC -- are instrumental in creating improvement for citizens who are retarded. Mr. Horowitz is one example. He has volunteered his expertise in management to PARC for almost two decades. He is president of Yahn and McDonnell, Inc.

Mrs. Ford's Visit - May 12, 1975
NEWS MEDIA MEMO continued

FOR FURTHER INFORMATION:

Josie Aceto, Director of Development and Community Relations
Philadelphia Association for Retarded Citizens

Office: 215-LO 7-3750

Home: 215-KI 6-3770 (answering service)

Shellie Anderson, PARC's Special Project Director

Office: 215 - LO 7-3750

Home: 215 - WI 7-5698

George Horowitz, President of PARC

Office: 215 - 427-4400

E-A. Gentile, Executive Director, PARC

Office: 215 - LO 7-3750

Memo prepared May 7, 1975



THE PHILADELPHIA ASSOCIATION FOR RETARDED CITIZENS

SILVER ANNIVERSARY HUMANITARIAN AWARDS DINNER

May 12, 1975

Bellevue Stratford Hotel

PROGRAM SCHEDULE- Dinner 7 p.m.

WELCOMING REMARKS

Mr. Natt S. Getlin
Vice-President for Public Affairs
Philadelphia Newspapers, Inc.

"THE STAR SPANGLED BANNER"

Miss Linda Burkhard
Philadelphia Lyric Opera Company

INVOCATION

Rabbi Samuel Berkowitz
Temple Emanu-El

DINNER

"A MESSAGE FROM THE
NATIONAL EXECUTIVE DIRECTOR"

Dr. Philip Roos
National Association for
Retarded Citizens

"A MUSICAL TRIBUTE TO
THE FIRST LADY"

Mr. Mike Douglas

SILVER ANNIVERSARY AWARD
PRESENTATIONS

Mr. Edward Piszek - Presentor
President, Mrs. Paul's Kitchens

SILVER HUMANITARIAN AWARD
PRESENTED TO
MRS. GERALD R. FORD

Mr. George Horowitz, President
Philadelphia Association for
Retarded Citizens

ACCEPTANCE

Mrs. Gerald R. Ford

BENEDICTION

His Eminence
John Cardinal Krol

Prepared April 18, 1975



Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

For Release: On Receipt

When Mrs. Gerald Ford comes to Philadelphia to be guest of honor for the 25th anniversary observance of the Philadelphia Association for Retarded Citizens (PARC) Monday, May 12, 1975 a group of local civic leaders will be participating in the evenings program to be held at the Bellevue Stratford Hotel.

George Horowitz, president of PARC for more than four years, will present the Silver Humanitarian Award to Mrs. Ford for her inspiring and staunch support of retarded citizens throughout the nation. Mr. Horowitz is a resident of Wyncote.

Rabbi Samuel H. Berkowitz, spiritual leader of Congregation Emanu-El, York Road and Stenton Avenue, Philadelphia, will deliver the invocation. His eminence John Cardinal Krol, archbishop of Philadelphia will deliver the benediction.

Judge Arlin M. Adams, who has demonstrated concern throughout the years for retarded citizens, will be toastmaster. When he was secretary of the Commonwealth's Department of Public Welfare, the historic Mental Health and Mental Retardation Act of 1966 was passed. This mandated the establishment of adequate

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community-based services for citizens who are either mentally retarded or mentally ill. He also was one of the three judges who ruled in favor of the historic consent agreement in 1971 which mandates that every school-age child in Pennsylvania who is retarded is entitled to a free public education. Judge Adams serves in the U. S. Court of Appeals, and is a resident of Germantown.

Natt S. Getlin, vice president of public affairs, Philadelphia Inquirer and the Philadelphia Daily News is honorary chairman of the dinner. He is involved in many community activities.

Mike Douglas, national network television personality, will entertain by singing some of Mrs. Ford's favorite songs.

In addition to the presentation to Mrs. Ford, PARC will honor five organizations closely aligned for many years in PARC endeavors, both in fund raising and in voluntary support and activities.

Ed Snider and the Philadelphia Flyers -- the Stanley Cup champions -- will receive an award. Mr. Snider, a resident of Radnor, will accept it.

The other groups are the PARC-Aides, approximately 600 women who are volunteers for PARC; Barbarossa Charity

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Foundation, part of the Barbarossa Lodge, a branch of the Knights of Pythias, a nonsectarian fraternal organization whose main concern is helping those who are less fortunate; UNICO, a group of Italian-American business and professional men; and the Philadelphia Jaycees, a community service organization comprised of male and female members of the business and professional community from the ages of 18 to 36.

The persons accepting the awards on behalf of these organizations are: Doris Greenberg, of Northeast Philadelphia, president of the PARC-Aides Council; Irwin Feinstein, of Northeast Philadelphia, chairman, Barbarossa Charity Foundation; Albert Scarcelle, of Springfield, Delaware County, UNICO's president; and Neal Cupersmith, of Cherry Hill, New Jersey, president, Philadelphia Jaycees. Edward J. Piszek, distinguished civic leader and president of Mrs. Paul's Kitchens, will present these awards. He is a resident of Fort Washington.

Persons wishing more information about the dinner may call LO 7-3750. Tickets will not be sold at the door.

The Philadelphia Association for Retarded Citizens continues as a pacesetter in demonstrating the strides that retarded persons make when given appropriate opportunities through specialized education, vocational training and other specialized services.

PARC's founders were eight parents of retarded children. Although PARC is still a volunteer-governed organization

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with volunteers from many areas of expertise contributing their know-how, PARC also employs a large staff, including many specialists.

PARC also maintains a referral service with a hotline LO 3-PARC (7272) where concerned parents and friends of retarded citizens can learn about available services throughout Delaware Valley. A social worker staffs that phone.

PARC, originally called the Philadelphia Association for Retarded Children, changed its name in 1974 to the Philadelphia Association for Retarded Citizens to denote its work on behalf of adults as well as infants and toddlers. There are in Philadelphia approximately 60,000 to 80,000 citizens who are retarded.

For further information to news media:

George Horowitz, president, PARC, 427-4400 (office number)

Josie Aceto, Director of Development and Community Relations, PARC, LO 7-3750 (office) and KI 6-3770 (home with answering service)

Shellie Anderson, PARC's Special Projects Director, LO 7-3750 (office) and WI 7-5698 (home).

Issued April 24, 1975

SILVER ANNIVERSARY HUMANITARIAN AWARD

The Philadelphia Association for Retarded Citizens commissioned F. J. Cooper Company, Inc., of Philadelphia, to design and execute the Silver Anniversary Humanitarian Award to be presented to Mrs. Gerald R. Ford on May 12, 1975.

The award is comprised of a natural geode with amethyst crystals. Two silver figures of a mother and her child are poised on the surface by the mouth of the rock.

The inscription reads:

Silver Anniversary Humanitarian Award
presented to
Mrs. Betty Ford
May 12, 1975
The Philadelphia Association for Retarded Citizens

5-8-75

For more information:

Josie Aceto, Director
Development & Community Relations
Philadelphia Association for Retarded Citizens
Office: 215-LO 7-3750 Home: 215-KI 6-3770

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FIRST FAMILY RECEIVES HANDMADE GIFTS
FROM PARC WORK TRAINING CENTER

The First Lady will be presented with several handcrafted gifts for her family made by clients at the Philadelphia Association for Retarded Citizens (PARC) Work Training Center.

PARC's Center, the first in Philadelphia, established in 1957, is a vocational guidance and rehabilitation facility, where technical skills are learned by mentally retarded clients for future employment in business and industry.

The sewing machine grant is one of these skill-learning programs. Under the direction of Ms Charlotte Cook, an occupational therapist, her clients learn hand and machine sewing and other related crafts.

Mrs. Ford will receive a linen covered and initialled box of small notepaper, each piece originally freehand decorated by earth color embroidery on linen, using a variety of stitches.

For the President, the women made a gold and royal blue wool shag throw pillow with blue corduroy backing.

Susan Ford's beach bag of yellow vinyl with white polka dots and Gayle Ford's gayly flowered apron with a pleated towel overpiece complete the gifts.

5-8-75

For more information:

Josie Aceto, Director

Development & Community Relations

Philadelphia Association for Retarded Citizens

Office: 215-LO 7-3750 Home: 215-KI 6-3770

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V.P. Public Affairs,
Mr. Natt S. Getlin - Inquirer & Daily News

Mrs. Berkowitz

Spiritual Leader,
Rabbi Samuel Berkowitz - Congreg. Emanu-El

Mrs. Horowitz

Mr. George Horowitz - PARC* President

Mrs. Ford

The Honorable Arlin Adams

Podium

Exec. Director, National
Dr. Philip Roos - Assn. for Ret. Citizens

Mrs. Adams

Secretary, Dept. Public
Mr. Frank Beal - Welfare - Penna.

Mrs. Beal

His Eminence John Cardinal Krol

Mrs. Mike Douglas

Mr. Mike Douglas

* Philadelphia Association for
Retarded Citizens

Head Table - Tier #1

Mr. E-A. Gentile - Exec. Director, PARC

Mrs. E-A. Gentile

Mr. Martin Greenberg

Mrs. Doris Greenberg - President,
PARC Aides

Mr. Albert Scarcelli - President, UNICO

Mrs. Albert Scarcelli

Mrs. Irv Feinstein - President, Barbarossa
Charity Foundation

Mr. Irv Feinstein

Mr. Ed Piszek - President,
Mrs. Paul's Kitchen

Mrs. Ed Piszek

Mr. Ed Snider - Chairman of Board,
Philadelphia Flyers

Mrs. Ed Snider

Mr. Neil Cupersmith - President,
Phila. Jaycees

Mrs. Neil Cupersmith

Head Table - Tier # 2

Podium

Mrs. Ulle	
Mr. Leon Soffer	Dep. Health Comm. County of Phila.
Mrs. Leon Soffer	
Mr. Peter Polloni	Executive Director Penna. ARC*
Dr. Beth Stevens	Prof. of Special Ed Temple University
Mr. Bernard Featherman	V.P., PARC Incoming Pres
Mrs. Bernard Featherman	
Mr. Jim Wilson	Secretary, National ARC*
Mrs. James Wilson	
Mrs. Pernsley's Guest	
Mrs. Irene Pernsley	Dep. Secretary, S.E. Region D.P.W.**
Mr. Stu Brown	President, Penna. ARC *
Mrs. Stu Brown	
Stan Myers	Dep. Secretary Mental Retardation - Penna.

* ARC = Association for Retarded Citizens, i.e.,
 Pennsylvania Association for Retarded Citizens
 National Association for Retarded Citizens

**D.P.W.-Department Public Welfare

The wife of the 38th President of the United States is first a wife and mother, a woman with a strong belief in the importance of a strong family unit. But she is also a woman with a great many personal interests as well, ranging from the Arts and mentally retarded children to womens rights.

Elizabeth (Betty) Bloomer Ford is 57 years old, a petite woman with carefully groomed auburn hair and a sense of style. She has been married to Gerald R. Ford since 1948, the year he first ran and won the seat as congressman from Grand Rapids, Mich. The President and Mrs. Ford are the parents of four children: Mike, 25; Jack, 23; Steve, 18; and Susan, 17.

During her husband's administration, Mrs. Ford hopes to focus on American-made handcrafts and goods. Christmas at the White House this year, for example, centered around a handmade crafts and quilts theme, emphasizing goods by craftsmen across the country and focusing on natural woods, pine cones and greens.

Already, entertaining at the White House emphasizes American-made products, starting with the purchase of American wines for official dinners. Centerpieces at these dinners for foreign dignitaries utilize some aspect of American handcrafts, from the use of handmade antique wooden decoys to the borrowing of collections of handmade American crystals and porcelains to use as centerpieces.

Mrs. Ford was born Elizabeth Anne Bloomer in Chicago, Ill., and moved to Grand Rapids at the age of three. After graduating from a Grand Rapids high school in 1936, Mrs. Ford attended the Bennington School of Dance in Vermont for two years. She majored in modern dance there, studying under Martha Graham, Doris Humphrey, Charles Weidman and Hanya Holm.

Her early professional career was spent in New York, also studying in a more intensive dance course under Martha Graham and eventually as a member of the Martha Graham Concert Group. She also modeled part-time during this period.

She returned to Grand Rapids in 1941, organizing her own dance group and taking a job as a model and fashion coordinator for a department store. As a volunteer, she became involved with teaching movement and dance to crippled and handicapped children.

After her marriage to Gerald Ford and subsequent move to Alexandria, Va., Mrs. Ford concentrated on raising the family and being wife and helpmate to congressman and eventual Minority Leader Ford. And in 1973, with only one child left in high school, she was thinking seriously of going back to work, if she could find something part-time. December came, and the job found her -- wife of the Vice President. And August, 1974 brought the more-than-full-time job: First Lady of the United States.

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Philadelphia Association for Retarded Citizens

CENTRAL OFFICE

1211 CHESTNUT STREET, PHILADELPHIA, PENNSYLVANIA 19107

Profile on George Horowitz Prepared April 24, 1975

When George Horowitz, President of the Philadelphia Association for Retarded Citizens, speaks of PARC's purposes, he stresses above all as its prime goal to achieve the constitutional rights of persons who are retarded citizens -- the right to education, the right to work, the right to medical treatment, the right to first-class citizenship, the right to live in the community in sociability and fellowship.

In this context Mr. Horowitz explained that "The First Lady, by her gracious acceptance to be guest of honor on the occasion of PARC's 25th anniversary observance, May 12, 1975, is helping to give status to those citizens too long deprived of personhood and too long considered second-class citizens. Mrs. Ford is giving credence to the great strides that persons who are retarded are capable of making. Despite the fact that they are slower to learn, they become productive citizens when given adequate opportunities through specialized education, vocational training and other services which PARC and others have pioneered to create."

When Mr. Horowitz, a resident of Wyncote, presents PARC's Humanitarian Award to Mrs. Ford, his wife, Esther, will be there also. Their two children are Dr. Harvey Horowitz, a resident of Wynnewood, and Mrs. Carol Ziev of Huntingdon Valley, wife of Dr. Michael Ziev.

Mr. Horowitz is also president of Yahn and McDonnell, Inc., wholesale distributors of tobacco, cigars and cigarettes. He has been president of PARC for more than four years.

Mr. Horowitz's commitments extend into many areas in addition to retardation. For example, he is first vice president of the Northwestern Institute of Psychiatry, past chancellor-commander of the Barbarossa Lodge of the Knights of Pythias, member of the board of trustees of the Emanu-El Congregation in Philadelphia, member of the board of governors of the Golden Slipper Club and Camp for Underprivileged Children, member of the Fellowship Commission, and member of the board of March of Dimes. He received the Israel Bond Award.

His business affiliations include; president of the Philadelphia Association of Tobacco and Confectionary Distributors, and vice president, Executive Management Division of National Association of Tobacco Distributors.

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Add 1- Profile on George Horowitz

Mr. Horowitz's efforts on behalf of PARC's Work Training Center are typical examples of his social commitments to the community. He was instrumental in helping to convert this facility into a modern and model workshop for the vocational training of adolescents and adults who are retarded citizens. This center enables many of these persons to be trained to work in restaurants, banks, hospitals, post offices and other businesses, thus becoming taxpayers rather than taxburdens. When Mr. Horowitz became involved in the Work Training Center, it was located in a loft. Today, it occupies about 44,000 square feet and is accredited as one of the finest in the country by CARF (Commission on Accreditation of Rehabilitation Facilities) which is highly regarded in the field of hospital and rehabilitation facilities. This Center, founded in 1957, was the first in Philadelphia.

A new annex at the Center, still to be dedicated, includes a model apartment which makes it possible for trainees to learn and strengthen community and home-living skills. This can have special significance for those who have lived in institutions and are ready to embark on a new life.

In all instances of his community endeavors, Mr. Horowitz has volunteered his management expertise to non-profit organizations such as PARC. This knowledge is essential in an organization such as PARC where large contracts are made with business and industry for its sheltered workshop -- a division of the Work Training Center.

During Mr. Horowitz's terms of office as president, PARC has extended its philosophy from a direct-service agency to incorporation of the motivating-agency principle on a city-wide basis. Under this principle, PARC works to identify priorities, existing needs in services, helps to ameliorate difficult or crisis problems, serves as consultant to organizations in the region or city interested in improving services or creating new ones for 60,000 to 80,000 persons in Philadelphia who are retarded. As an umbrella agency, PARC will strive to motivate, to encourage or support all agencies interested in the field of retardation.

For further information:

George Horowitz, office - 215 427-4400

Josie Aceto, Director of Development and Community Relations,
Philadelphia Association for Retarded Citizens
215 LO 7-3750

Shellie Anderson, PARC's Special Projects Director,
Philadelphia Association for Retarded Citizens
215 LO 7-3750

Fact Sheet: The Philadelphia Association for Retarded Citizens (PARC)

The First Lady as guest of honor at the 25th anniversary of the Philadelphia Association for Retarded Citizens is helping to give first-class citizenship status to persons who are retarded and too long deprived of personhood. She is giving credence to the great strides they are capable of making when given adequate opportunities through specialized services which PARC and others have pioneered to create. To achieve constitutional rights for citizens who are retarded -- the right to education, to work, to medical treatment and to live in the community in fellowship and sociability is PARC's reason for existence.

PARC is governed by a volunteer board with expertise coming from volunteers and a well trained staff. Its mandate is to know and help meet the needs of 60,000 to 80,000 persons in Philadelphia. With the passage of the Mental Health and Mental Retardation Act of 1966, which PARC and other groups advocated, Pennsylvania is mandated to establish adequate community services. When PARC was founded in 1949 by eight parents, families were virtually alone in their efforts to develop services. In 1975 PARC can turn more of its energies from running its own direct services to seeing that appropriate ones are established and maintained.

To prevent institutionalization, community living arrangements and supportive services are essential. By adding another social worker to its staff in 1974, PARC increased its involvement to help establish these and accelerate the dispersal of population in institutions.

PARC's Work Training Center, the first in Philadelphia in 1957 demonstrates that many citizens who are retarded can be trained to work in restaurants, banks, hospitals, post offices and other businesses, thus becoming taxpayers rather than taxburdens. A sheltered workshop and a day activity center are maintained there also for those unable to work in everyday settings.

The right to education consent decree of 1971 says every school-age child who is retarded in Pennsylvania is entitled to a free public education. PARC helped achieve that and in 1974 hired a fulltime staff attorney to help parents in due process hearings when they disagree with placement proposed by the school district.

Preschoolers under three years old who are severely retarded could be stimulated to become more aware. PARC demonstrated this in the 1970's for the first time in Philadelphia. Many of these children can now learn to sit up, to crawl and to walk.

PARC is working toward converting institutions from human warehouses to creative places of living for those destined to remain there as well as toward appropriate funding for the city's community services. It conducts a community referral service hotline (LO 3-7272);

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seminars for doctors, nurses, clergymen and other caretakers; camping, recreational, rehabilitation, job placement and counselling programs. It serves as an authority on legal matters, planning and implementation of legislation; provides staff consultation to others, i.e. in writing grant applications, establishing work training centers and group homes and assist parent groups.

PARC services are free to persons who are retarded and their families. PARC is supported by federal, state and city government appropriations, foundation grants and volunteer fund-raising efforts. Membership dues, fund-raising programs and contributions by auxiliary groups and concerned citizens bolster support for a wide range of PARC's professionally conducted programs. It is affiliated with other local, statewide and national citizen-volunteers in similar associations.

Prepared April 21, 1975

Philadelphia Association for Retarded Citizens
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