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WOMEN'S BOARD  
WASHINGTON HEART ASSOCIATION

6805 Buttermere Lane  
Bethesda, Md. 20034  
December 18, 1974

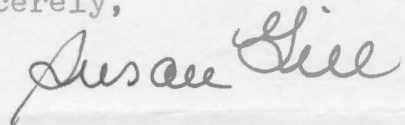
Mrs. Nancy Howe  
Personal Assistant to Mrs. Ford  
The White House  
Washington, D.C. 20500

Dear Mrs. Howe,

In the past the First Lady has provided us with a picture and brief message which we use in our luncheon program. We would greatly appreciate receiving a message and photograph from Mrs. Ford.

Of course, we hope that Mrs. Ford's health will permit her to be our honored guest on February 14th. Her presence would surely make our luncheon a sure-fire success.

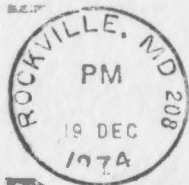
Sincerely,



Mrs. Richard Gill, Jr.  
Chairman  
Valentine Luncheon



Mrs. Richard Gill, Jr.  
6805 Buttermere Lane  
Bethesda, Md. 20034



Mrs. Nancy Howe  
Personal Assistant to Mrs. Ford  
The White House  
Washington, D.C. 20500

WOMEN'S BOARD  
WASHINGTON HEART ASSOCIATION



THE WHITE HOUSE  
WASHINGTON

Patti,

I will be doing the  
pre-advare for the  
Heart Assn London  
on Wednesday.  
Time later

Pat



Sheila

THE WHITE HOUSE  
WASHINGTON

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

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

- EVENT: Annual Valentine Luncheon
- GROUP: Women's Board of the Washington Heart Association
- DATE: Friday, February 14, 1975
- TIME: 12:30 p.m., luncheon begins
- PLACE: Sheraton Park Hotel, Wilmington Room
- CONTACT: Mrs. Richard Gill, Luncheon Chairman  
469-6032

COMMENTS: This is the Annual Luncheon given by the Women's Board of the Washington Heart Association. Mrs. Ford attended last year and also served last year as Chairman of Heart Sunday, the day volunteers canvas the city for funds for the Heart Association. The Association's program includes research, education and community services. Garfinckel's will present the fashion show this year. The luncheon begins at 12:30 in the Wilmington Room. The fashion show will probably begin around 1:30 and last 30-45 minutes. Preceding the luncheon at 11:30-12:30 there will be a reception. They are hoping Mrs. Ford will arrive around 12:15 p.m. I think, however, that you and Mrs. Ford's Press Office, in working on the details, can best determine the time for her arrival. The file is attached.

Thank you.

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

January 13, 1975



January 8, 1975

Dear Mrs. Gill,

As the official schedule for the new year is now more firmly determined, it would be a great pleasure to join you for the annual Valentine Luncheon of the Women's Board of the Washington Heart Association. I am looking forward to being with you on February 14th at the Sheraton Park Hotel for this occasion commemorating one of the "longest love affairs in Washington."

With warmest regards,

Sincerely,

BETTY FORD

Mrs. Richard Gill  
Chairman  
Valentine Luncheon  
Washington Heart Association  
6805 Buttermere Lane  
Bethesda, Maryland 20034

SP/sh

✓c: BF Accept Folder





THE WHITE HOUSE  
WASHINGTON

For Mrs. Dill,

11:30 Recept. begins  
Stannie 12:15 Reception  
12:30 Luncheon, Delmington Rm.  
± 1:30 Fashion Show  
(last 30-45 min.)  
± 2:30 conclude -



October 2, 1974

4/10

Dear Mrs. Gill,

Your thoughtful letter to Mrs. Ford inviting her to be with you on February 14th for the annual Valentine Luncheon of the Women's Board of the Washington Heart Association is greatly appreciated. Although the official schedule is planned only a few weeks in advance and it is therefore not possible for Mrs. Ford to make a commitment at this time, your kind invitation will be kept in mind. We will be in communication with you closer to the date as soon as Mrs. Ford's schedule is more complete.

With gratitude for your kind letter and warmest best wishes,

Sincerely,

Susan Porter  
 Appointments Secretary  
 for Mrs. Ford

Mrs. Richard Gill  
 Chairman  
 Valentine Luncheon  
 Washington Heart Association  
 6805 Buttermere Lane  
 Bethesda, Maryland 20034

c: ✓ BF Out-of-House Pending (to consider)  
 February 14, 1975



87

WOMEN'S BOARD

WASHINGTON HEART ASSOCIATION

6805 Buttermere Lane  
Bethesda, Maryland 20034  
September 24, 1974

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

Dear Mrs. Ford,

The annual Valentine Luncheon of the Women's Board of the Washington Heart Association will be held on the 14th of February, 1975, at the Sheraton Park Hotel. The Board is looking forward to having you with us as our honored guest.

As last year's Heart Sunday Chairman, you are aware of the achievements of the Washington Heart Association's program of research, education and community service. The Women's Board is proud of its contribution toward these goals over the past twenty seven years.

Garfinckel's has kindly consented to do the fashion show this year which, from all indications, will be a spectacular show.

Your presence last year added so much excitement and pleasure at our luncheon and was so deeply appreciated by the members of our Board and their guests. We look forward to seeing you at one of the "longest love affairs in Washington".

Sincerely yours,

*Susan Gill*

Mrs. Richard Gill  
Chairman  
Valentine Luncheon

365-1735  
# 469-6032

WOMEN'S BOARD  
WASHINGTON HEART ASSOCIATION

6805 Buttermere Lane  
Bethesda, Md. 20034  
January 27, 1975

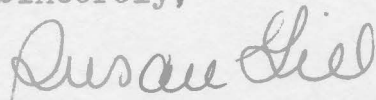
Ms. Sheila Weidenfeld  
Press Secretary to Mrs. Ford  
The White House  
Washington, D.C.

Dear Ms. Weidenfeld,

Prior to the "Affair of the Heart" Luncheon at the Sheraton Park Hotel on Friday, February fourteenth, 1975, there will be a small reception for our head table guests in the Wilmington Room at eleven forty-five.

We would like very much for you to be there.

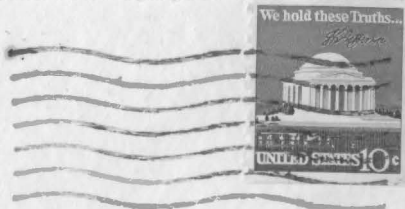
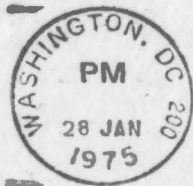
Sincerely,



Mrs. Richard Gill, Jr.  
Chairman  
Valentine Luncheon



Mrs. Richard Gill, Jr.  
6805 Buttermere Lane  
Bethesda, Md. 20034



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

WOMEN'S BOARD  
WASHINGTON HEART ASSOCIATION

89 08

THE WHITE HOUSE

WASHINGTON

February 4, 1975

MEMORANDUM FOR: NANCY HOWE

VIA: RED CAVANEY

FROM: PETER SORUM *PS.*

SUBJECT: MRS. FORD'S ATTENDANCE AT  
THE ANNUAL VALENTINE LUNCHEON  
OF THE WOMEN'S BOARD OF THE  
WASHINGTON HEART ASSOCIATION  
Sheraton Park Hotel  
Friday, February 14, 1975

Attached at TAB A is the proposed schedule for Mrs. Ford's attendance at the Annual Valentine Luncheon of the Women's Board of the Washington Heart Association.

APPROVE \_\_\_\_\_

DISAPPROVE \_\_\_\_\_

BACKGROUND

The Annual Valentine Luncheon of the Women's Board of the Washington Heart Association precedes Heart Sunday for which Mrs. Ford served as Chairman last year. Both events are fund raising affairs for the Washington Heart Association.

The luncheon program consists of the introduction of head table guests, meal service, a fashion show by Garfinckels, door prize drawings, and miscellaneous remarks.

Among the fifteen guests seated at the head table will be this year's Heart Sunday Chairman, Mrs. Francine Neff, Treasurer of the United States, Mrs. Jean Tammenoms Bakker, wife of the Ambassador

from the Netherlands, and Mr. Arthur Gay, a heart transplant patient who also attended last year.

Mrs. Ford will make no remarks and will depart prior to the conclusion of the program.



PROPOSED SCHEDULE

MRS. FORD'S ATTENDANCE AT THE ANNUAL  
VALENTINE LUNCHEON OF THE WOMEN'S  
BOARD OF THE WASHINGTON HEART ASSOCIATION

Sheraton Park Hotel  
Friday, February 4, 1975

12:00 noon Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route  
Sheraton Park Hotel.

[Driving time: 10 minutes]

12:10 pm MOTORCADE ARRIVES Sheraton Park Hotel  
(Calvert Street entrance)

Mrs. Ford will be met by:

Mrs. Richard (Susan) Gill, Valentine  
Luncheon Chairman

Mrs. George (Diddy) Stewart, Chairman  
Women's Board

Mr. Nord Schweibert, Sheraton Park  
Vice President

OFFICIAL PHOTO COVERAGE

12:12 pm Mrs. Ford, escorted by Mrs. Gill and Mrs. Stewart,  
proceeds to the Wilmington Room for informal head  
table reception.

12:15 pm Mrs. Ford arrives Wilmington Room for informal  
head table reception.

PRESS POOL COVERAGE

ATTENDANCE: 50

12:30 pm Mrs. Ford and the other head table guests depart  
Wilmington Room en route Sheraton Hall entrance  
for individual introductions.

12:34 pm Announcement of Mrs. Ford.

12:35 pm Mrs. Ford, escorted by Mrs. Stewart, proceeds  
to seat at head table.

OPEN PRESS COVERAGE  
ATTENDANCE: 1200

12:37 pm Luncheon is served.

1:29 pm Luncheon concludes.

1:30 pm Fashion show by Garfinckels begins.

2:00 pm Fashion show concludes.

2:01 pm Mrs. Gill thanks Mrs. Ford for attending  
and announces continuing program.

2:02 pm Mrs. Ford, escorted by Mrs. Stewart, departs head  
table en route motorcade for boarding.

2:05 pm MOTORCADE DEPARTS Sheraton Park Hotel en route  
South Grounds.

[Driving time: 10 minutes]

2:15 pm MOTORCADE ARRIVES South Grounds.

THE WHITE HOUSE  
WASHINGTON

February 7, 1975

MEMORANDUM FOR: MRS. FORD  
FROM: PETER SORUM  
SUBJECT: HEART ASSOCIATION VALENTINE'S  
LUNCHEON  
Friday, February 14, 1975

Enclosed please find the seating diagram for the Heart Association luncheon at the Sheraton Park Hotel.

You will be escorted to your seat by Mrs. Gill.

cc: Nancy Howe  
Sheila Weidenfeld ✓

SEATING OF HEAD TABLE

Mrs. George W. Dick  
Assistant Chairman, Heart Luncheon

Dr. James M. Bacos  
President of the Washington Heart  
Association

Mrs. Walter E. Washington  
Wife of the Mayor of the District of  
Columbia

Mrs. Caspar W. Weinberger  
Wife of the Secretary of Health, Education  
and Welfare of the United States

Mrs. James R. Schlesinger  
Wife of the Secretary of Defense of  
the United States

Mrs. George C. Stewart  
Chairman of the Women's Heart Board

MRS. GERALD R. FORD  
HONOR GUEST

Mrs. Richard Gill, Jr.  
Chairman, Heart Luncheon

Mrs. Warren Earl Burger  
Wife of the Chief Justice of the  
United States

Mrs. Age Robert Tammenoms Bakker  
Wife of His Excellency the Ambassador  
of The Netherlands

Mrs. Earl L. Butz  
Wife of the Secretary of Agriculture of  
the United States

Mrs. Francine I. Neff  
The Treasurer of the United States and  
Heart Sunday Chairman

Mr. J. Hillman Zahn  
Campaign Chairman

Mr. Arthur Gay  
Heart Transplant Patient

AUDIENCE

BACK OF HEAD TABLE

ONLY NAMES ON  
THIS LIST WILL  
BE ALLOWED IN

ASSEMBLY ROOM:

ASSEMBLY OF HEAD TABLE GUESTS **THE WHITE HOUSE**  
RECEIVED  
WILMINGTON ROOM  
SHERATON PARK HOTEL  
FEBRUARY 14, 1975 1975 JAN 5 AM 11 44

11:45

INVITED GUESTS ONLY:

Mrs. Gerald R. Ford  
Mrs. Casper Weinberger  
Mrs. Earl Butz  
Mrs. Rogers Morton  
Mrs. James Schlesinger  
Mrs. Warren Burger  
Mrs. Walter Washington (Chairman)  
Mrs. Francine I. Neff (Heart Sunday)  
Mrs. Age Robert Tammenoms Bakker  
Mr. J. Hillman Zahn (Campaign Chair)  
Dr. James W. Bacos (Pres. Wash. Heart)  
Mr. Arthur F. Gay (Heart Transplant Patient)  
Mrs. Richard Gill, Jr. (Luncheon Chairman)  
Mrs. George W. Dick (Asst. Luncheon Chairman)  
Mrs. George Stewart (Women's Board President)

PRESS:

Mr. Lou Brott  
Eleni Epstein - Wash. Star-News  
Nina Hyde - Wash. Post  
Kay Fisher - WMAL  
Earlene Moye - WTOP  
Stephanie Colbert - WRC  
Marjorie Britt - Uptown Citizen  
Linda Westbrook - WTTG  
Charles Farrow - Afro American  
Sheila Weidenfeld - (Mrs. Ford's  
press secy.)

OTHER GUESTS:

Ms. Nancy Howe (Mrs. Ford's personal secretary)  
M/M Nord Schweibert, Sheraton Park Hotel  
Mrs. Richard Merriman, Ex. V.P., Garfinckel's  
Mr. George P. Kelly, Pres., Garfinckel's  
Mr. Richard Gill  
Mr. Michael Gill  
Mr. George Dick  
Mr. George Stewart  
Mrs. Arthur Gay  
Mrs. J. Hillman Zahn

HEART ASSOCIATION:

Mrs. Mary Cooley, Ex. Dir.  
M/M Ed Kahler, Dir., Fund Raising  
Mrs. James Bacos

LUNCHEON COMMITTEE:

Mrs. Jocelyn Moran  
Mrs. Harry Rees  
Mrs. Tom Paro  
Mrs. Juan del Real  
Mrs. William R. Carroll  
Mrs. Charles Camalier  
Mrs. Felthan Watson  
Mrs. Marion Smoak  
Mrs. Philip Neal  
Mrs. Walter Hodges  
Mrs. Frederick Malek  
Mrs. James Wimsatt  
Mrs. Judith Lewis

COPIES TO:

Anne Camalier  
Scotty Watson  
Diddy Stewart  
Susan Gill  
Hetty Dick  
Lou Brott  
Francie Smoak

\*  
NOTE: There may be two  
additional White House  
photographers .

Sheila:

12 reception

12<sup>30</sup> lunch.

will have tickets table 20 Lewin-Thomas-  
L.

Washington Team.

28TH ANNUAL AFFAIR OF THE HEART

From: Lou Brott and Associates  
638-1441 FEB. 11, 1975

Over 1200 guests are expected to see and hear the 28th annual Luncheon and Fashion Show of the Womens Board of the Washington Heart Association Friday Feb. 14th St Valentine's Day at the Sheraton Park Hotel.

Featuring the "All American Womens Look" and the fashions of some of the country's top designers the hour long show will be produced by Garfinckels against a backdrop of 3,000 tulips used as decorative pieces for the 125 tables in the huge Sheraton Hall. The flowers are made possible thru the cooperation of the Netherlands Flower-bulbs Institute.

Head Table Guests will be: the wife of the President Mrs. Gerald R. Ford, Mrs. Casper Weinberger, Mrs. Earl Butz, Mrs. James Schlesinger, Mrs. Warren Burger, Mrs. Francine I. Neff, Mrs. Age Robert Tammenoms Bakkar (Netherlands) Mr. J. Hillman Zahn, General Chairman 1975 Heart Fund; Arthur F. Gay, heart transplant recipient of Southeast Washington, D.C., Mrs. Richard Gill, Jr. Chairman of the Luncheon; Dr. James Bacos, President Washington Heart Association, Mrs. George W. Dick, Co-Chairman of Luncheon, Mrs. George Stewart, President of Womens Board Washington Heart Association.

During the past 28 years the Womens Board has raised over \$300,000 for the activities of the Washington Heart Association...programs of research, education and community service.



Two of the programs sponsored by the Womens Board are the High School Heart Research Program designed to help students consider the medical sciences as a possible lifetime career and the high school blood pressure detection program...the first of its kind in the country.

In the High School Research program 40 students chosen on the basis of a competitive examination in the high schools are given the opportunity to work full time in a medical research lab during the summer and each receive a Fellowship \$200. award.

In the High School Blood Pressure detection program science students have been taught to take the pressures of their fellow students. Over 4,000 Washington high school students have had their blood pressures checked. A surprising 5.6% have shown elevated pressures.

####

LOU BROTT and ASSOCIATES, INC.

Suite 1014, National Press Building • Washington, D. C. 20004



SHEILA WEIDENFELD  
NEWS SECRETARY TO  
MRS. BETTY FORD  
THE WHITE HOUSE  
WASHINGTON, D.C.



OF VALENTINE



maggie

To Remind  
Heart Lunchroom  
February 14th - 12:30  
Shrator Park Hotel  
- Table 48 -

①

SQUEEK to me

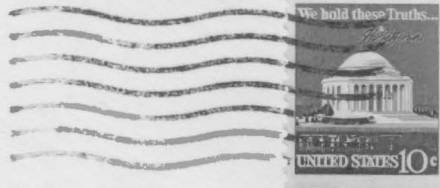
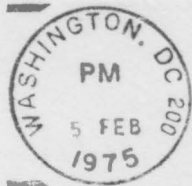
OF LOVE

See you there!  
Francis Smeak

x x x

① ①





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

Snoak

5047 - Lowell Street N.W.

Washington, D.C. 20016

For immediate release  
Friday, Feb. 14, 1975

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

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Mrs. Ford will attend the Annual Valentine Luncheon of the Women's Board of the Washington Heart Association today at 12:30 p.m. at the Sheraton Park Hotel.

The Luncheon precedes the Association's annual Heart Sunday fund drive, for which Mrs. Ford was Chairman last year.

# # #

GARFINCKEL'S

presents

"FASHION AND BEAUTY, AMERICAN STYLE"

THE ACTIVE AMERICAN BEAUTY

6.	Bright red polyester and cotton hooded raincoat by Halston Three.	#719 Designers	\$180.
7.	White polyester and rayon wrap raincoat by Halston Three.	#694 Designers	\$160.
8.	Bright yellow polyester and cotton hooded raincoat by Halston Three.	#719 Designers	\$180.
9.	Bright yellow cotton and vinyl slicker worn over turquoise polished cotton jeans with a turquoise cotton Tee shirt. by Calvin Klein.	#2308 #2413 Designer Sportswear	\$ 98. \$ 44.
10.	White polyester and rayon shirt jacket worn over a white bias skirt with a turquoise cotton Tee shirt. all by Calvin Klein.	#2302 #2115 #2211 Designer Sportswear	\$ 90. \$ 44. \$ 11.
11.	Turquoise polished cotton short sleeve shirt worn with matching pants and a bright yellow cotton Tee shirt. all by Calvin Klein.	#2225 #2413 #2211 Designer Sportswear	\$ 28. \$ 44. \$ 11.
12.	Bright red ruffled cotton Tee shirt worn with a yellow polyester and rayon bias skirt. all by Calvin Klein.	#2221 #2115	\$ 16. \$ 44
13.	Bright yellow linen-like shirt jacket worn with matching yellow pants and a blue print voile shirt. all by David Hober and Company.	#9085 #9080 #9034 Greenbrier Sportswear	\$ 21. \$ 21. \$ 21.
14.	Yellow voile print shirt tied over a cornflower blue Tee shirt and a matching linen-like skirt. all by David Hober and Company	#9034 #7535 #9075 Greenbrier Sportswear	\$ 21. \$ 9. \$ 21.
15.	Bright green fibranne blazer over crayon yellow flip skirt. Frank Smith for Evan Picone.	#6301 #1495	\$ 62 \$ 30.
16.	Crayon yellow fibranne shirt jacket over bright green fibranne pant. Frank Smith for Evan Picone.	#5405 #9242 Greenbrier Sportswear	\$ 30. \$ 26.

17.	Tobacco silk peon jacket worn over a striped muscle sleeve top and matching silk wrap skirt. all by Anne Klein.	#4361 \$100. #460 \$ 36. #4160 \$100. Designer Sportswear
18.	Tobacco silk step-in shirt worn with the straw colored silk basic pant. all by Anne Klein.	#4265 \$104. #4460 \$ 96. Designer Sportswear
19.	Coral fibranne peon jacket worn over coral striped voile sleeveless blouse and off-white fibranne wrap skirt. all by Anne Klein.	#4342 \$ 76. #4212 \$ 64. #4141 \$ 72. Designer Sportswear
20.	Coral long sleeve blouse with soft tie front worn with long off-white fibranne bias skirt. all by Anne Klein.	#4201 \$ 64. #4143 \$ 80. Designer Sportswear
21.	Off-white fibranne blazer worn over blue and coral stripe voile sleeveless blouse and coral fibranne wrap skirt. all by Anne Klein.	#4340 \$160. #4212 \$ 64. #4141 \$ 72. Designer Sportswear
22.	Coral fibranne overshirt belted over off-white fibranne pants.	#4245 \$ 92. #4442 \$ 74.

EARTH TONES FOR CITY LIVING

23.	2-piece taupe jersey dress. by Albert Caprara for Jerry Guttenberg Ltd.	#214 \$ 98. Greenbrier Dresses
24.	Caramel soft jersey dress with seamed yoke. by Frances Henaghan.	#1445 \$ 80. Greenbrier Dresses
25.	Polyester and silk natural zip front dress. by Jerry Silverman.	#442 \$110. Greenbrier Dresses
26.	Tobacco fibranne and silk 2-piece dress with lace up front by Frances Henaghan.	#1447 \$ 92. Greenbrier Dresses
27.	Melon ultrasuade sleeveless dress worn over peach silk shirt. all by Halston.	#509 \$260 #100 \$140. Designers
28.	Creme silk 2-piece dress with lace-up front. by Halston.	#517 \$360. Designers
29.	Bone sleeveless ultrasuade dress with lace-up front. by Halston.	#509 \$260. Designers
30.	Creme silk shirt worn with melon ultrasuade dirndl wrap skirt. all by Halston.	#100 \$140. #520 \$210 Designers

31.	Tobacco polyester and cotton raincoat with capelet. Fairbrooke.	#103 Greenbrier Coats	\$120.
32.	Peach gabardine jacket by Billina Sport, worn over polyester and cotton beige plaid pant by Evan Picone.	#3781 #9446 Greenbrier	\$ 80. \$ 30.
33.	Tobacco polyester and cotton raincoat with gathered yoke. from Fairbrooke.	#119 Greenbrier Coats	\$120.

THE DRAMA OF BLACK AND WHITE

34.	White quilted coolie jacket with embroidery worn over black silk shirt and white linen pant. all by Gloria Sachs	#8029 #8015 Designers	\$320. \$ 75.
35.	White wool gabardine jacket belted over a black wool gabardine flare skirt. all by Anne Klein.	#4352 #4100 Designers Sportswear	\$140. \$ 84.
36.	White wool gabardine short sleeve jacket worn over a red knit shirt and black wool gabardine pants. all by Anne Klein	#4301 #453 #4404 Designers Sportswear	\$120. \$ 34. \$ 92.
37.	Red wool gabardine blazer worn over a black and white print blouse with a white wool gabardine skirt. all by Anne Klein	#4303 #4257 #4100 Designers Sportswear	\$180. \$ 76. \$ 84.
38.	Black cotton and polyester shirt dress by Albert Nipon.	#4935 Designers Dresses	\$ 98.
39.	2-piece black and white cotton knit dress. by St. Gillian	#5264 Designers Dresses	\$ 78.
40.	Black and white lacey knit dress by Gloria Sachs	#1006 Designers	\$240.
41.	3-piece lacy knit white suit with matching scarf. by Gloria Sachs	#1017 Designers	\$360.
42.	Black lacy knit dress with ruffle V-neck. by Gloria Sachs	#1002	\$250.
43.	Long white lacy knit gown with matching scarf. by Gloria Sachs	#6031	\$260.
44.	Black 2-piece long lacy knit gown. by Gloria Sachs	#1001	\$340.



SPRINGTIME PERENNIALS

45.	Red and white polka dot chiffon dress with soft bow. by Anthony Muto for Marita	#600 Greenbrier Dresses	\$ 95
46.	Solid red chiffon dress with flared skirt. by Anthony Muto for Marita.	#633 Greenbrier Dresses	\$ 95.
47.	Red and white polka dot chiffon wrap dress. by Anthony Muto for Marita.	#617 Greenbrier Dresses	\$ 95.
48.	Navy and white dot short crepe dress. Albert Capraro for Jerry Guttenberg Ltd.	#254 Greenbrier Dresses	\$ 98.
49.	2-piece navy and white polka dot long dress. Albert Capraro for Jerry Guttenberg Ltd.	#264 Greenbrier Dresses	\$138.
50.	3-piece red linen suit. by Adele Simpson	#35 Designers	\$350.
51.	Red, white, and navy print 2-piece dress. by Adele Simpson	#247 Designers	\$240.
52.	Red and navy print soft dress and jacket. by Adele Simpson	#400 Designers	\$315.
53.	Navy blue soft knit dress with yoke top. by Francesca for Damon.	#5042 Greenbrier Dresses	\$118.
54.	Navy gabardine dress with white collar and cuffs. by Adele Simpson	#33 Designers	\$265.
55.	Navy and white silk print dress with scarf. by Pauline Trigere	#652 Designers	\$450.
56.	White wool coat with seamed front worn over navy blue wool knit dress. by Pauline Trigere	#624 #447 Designers	\$595. \$295.

HEARTS AND FLOWERS

57.	Soft beige 3-piece evening suit. by Oscar de la Renta	#2508 Designers	\$325.
58.	Pearl grey taffeta and lace short evening dress. by Oscar de la Renta	#2649 Designers	\$395.
59.	2-piece creme chiffon evening gown with lace trim. by Oscar de la Renta	#2400 Designers	\$295.
60.	Long pearl grey taffeta and lace evening gown. by Oscar de la Renta	#2619 Designers	\$495.

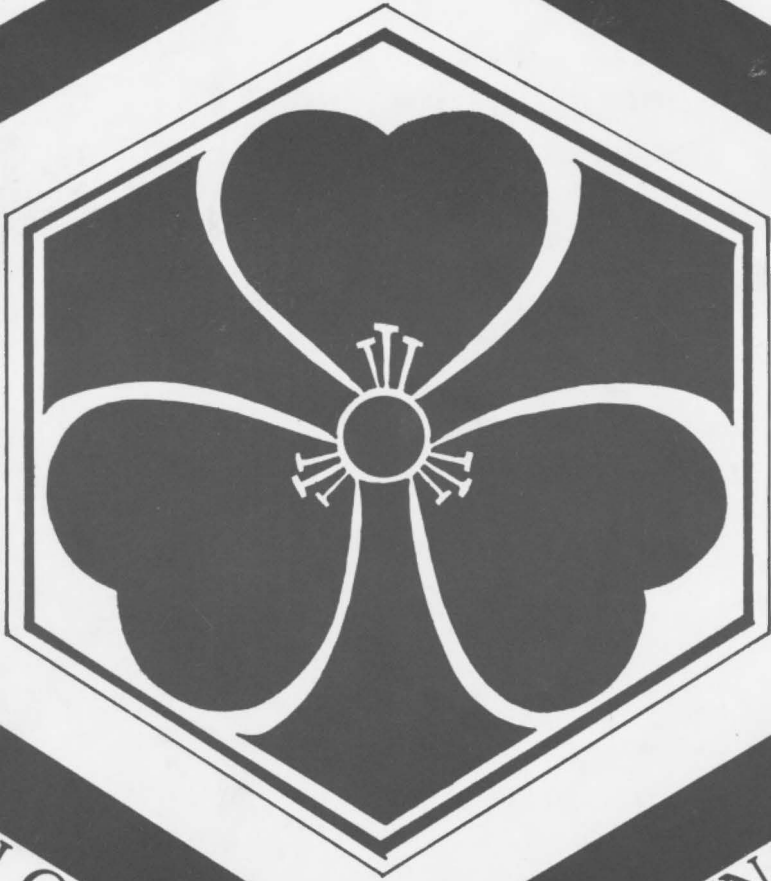
61.	Short mint green silk print dress worn with matching chiffon coat by Pauline Trigere.	#657 Designers	\$795.
62.	Soft green and white print halter gown worn with matching chiffon coat by Mollie Parnis Boutique.	#503 Designers	\$395.
63.	Green and white print chiffon dress with drape capelet effect by Mollie Parnis Boutique.	#556 Designers	\$265.
64.	Lavender and pink print chiffon gown with scoop back. by Mollie Parnis Boutique.	#543 Designers	\$300.
65.	Multi-colored chiffon print 2-piece gown. by Albert Capraro for Jerry Guttenberg Ltd.	#204 Greenbrier Dresses	\$178.
66.	Emerald green print chiffon gown with gathered scoop neck by Albert Capraro for Jerry Guttenberg Ltd.	#242 Greenbrier Dresses	\$178.
67.	Emerald green print chiffon gown with scarf tied neck. by Albert Capraro for Jerry Guttenberg Ltd.	#207 Greenbrier Dresses	\$178.

BRIDAL PARTY

68.	Bridesmaids: Off-white lacy knit gown with heart details by Gloria Sachs.	#1026 Designers	\$300.
69.	Bride: Long delicate lacy knit gown with pearl trim on bodice and sleeves, by Gloria Sachs.	#1022 Designers	\$380.



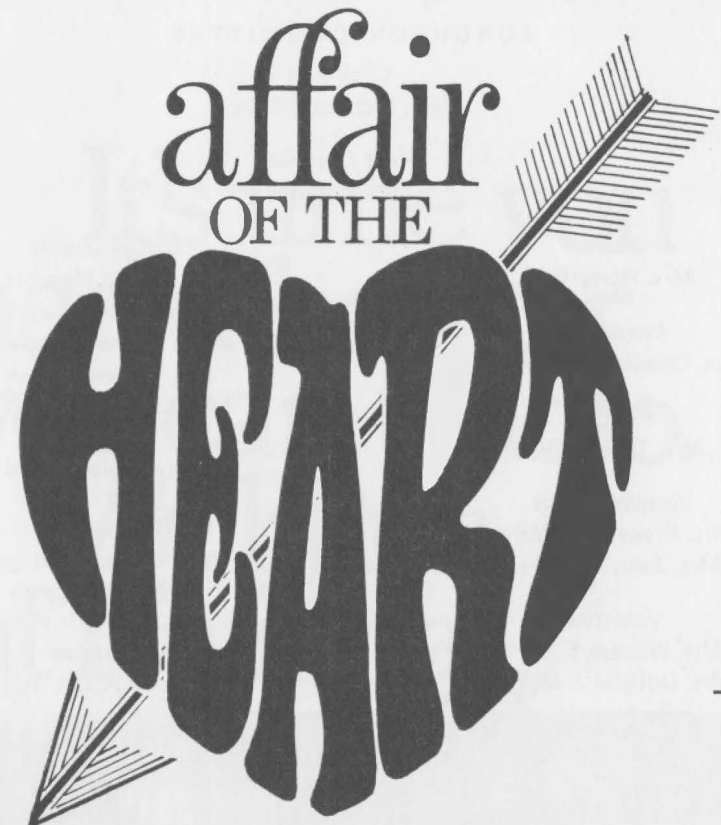
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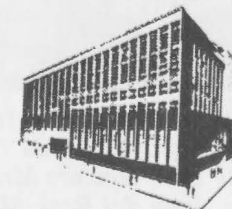
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Our "Heart" working committee: Mrs. Richard Gill, Jr. points to the date of the "Affair of the Heart" as Mrs. George C. Stewart holds the calendar. Other Board Members from left to right in the back row are Mrs. Tom Paro, Mrs. Harry Rees, Mrs. Frederic V. Malek, Mrs. Juan del Real, Mrs. J. Willard Marriott, Jr., Mrs. Felthan Watson and in the front row Mrs. George W. Dick.

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Our country is deeply grateful for your enrichment of the quality and duration of the lives of those whom you have made your special concern. Your programs reflect dedication to stimulating meaningful medical careers as well as achieving preventive and therapeutic measures, so that both patients and those who care for them benefit from your generosity. May the commitment demonstrated by your presence this afternoon continue to advance your noble cause.

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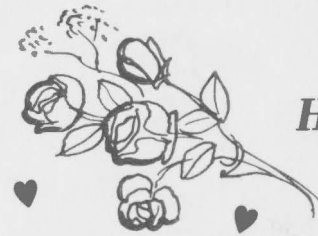
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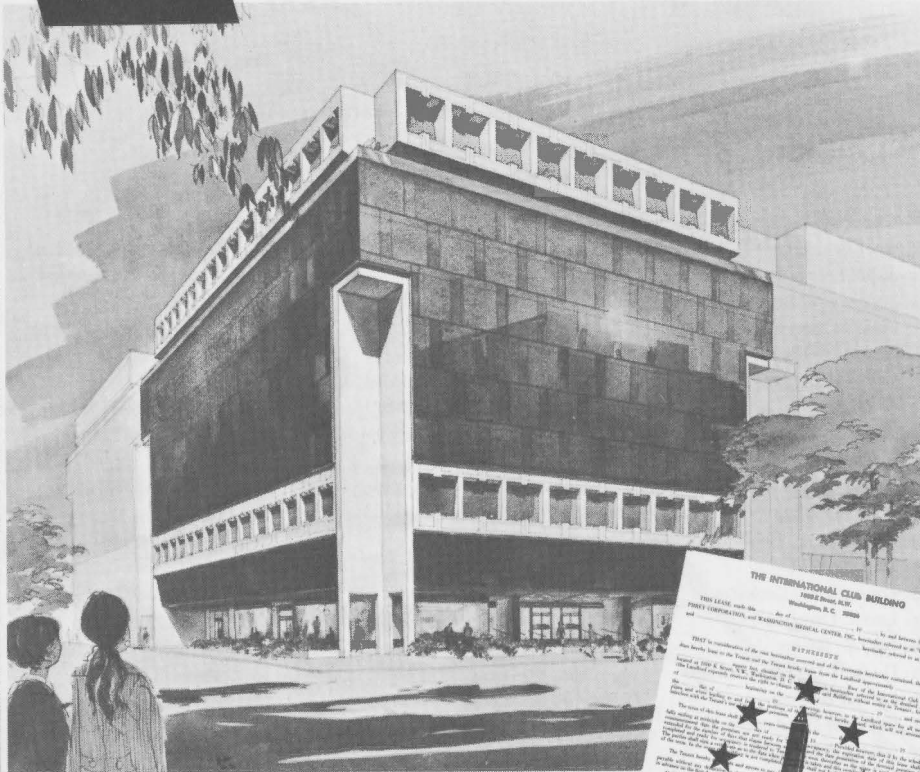
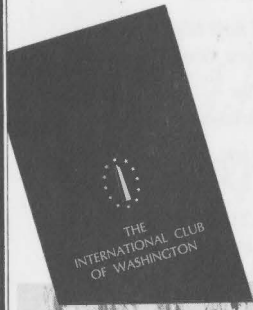
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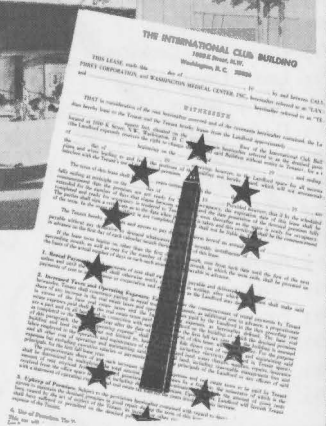
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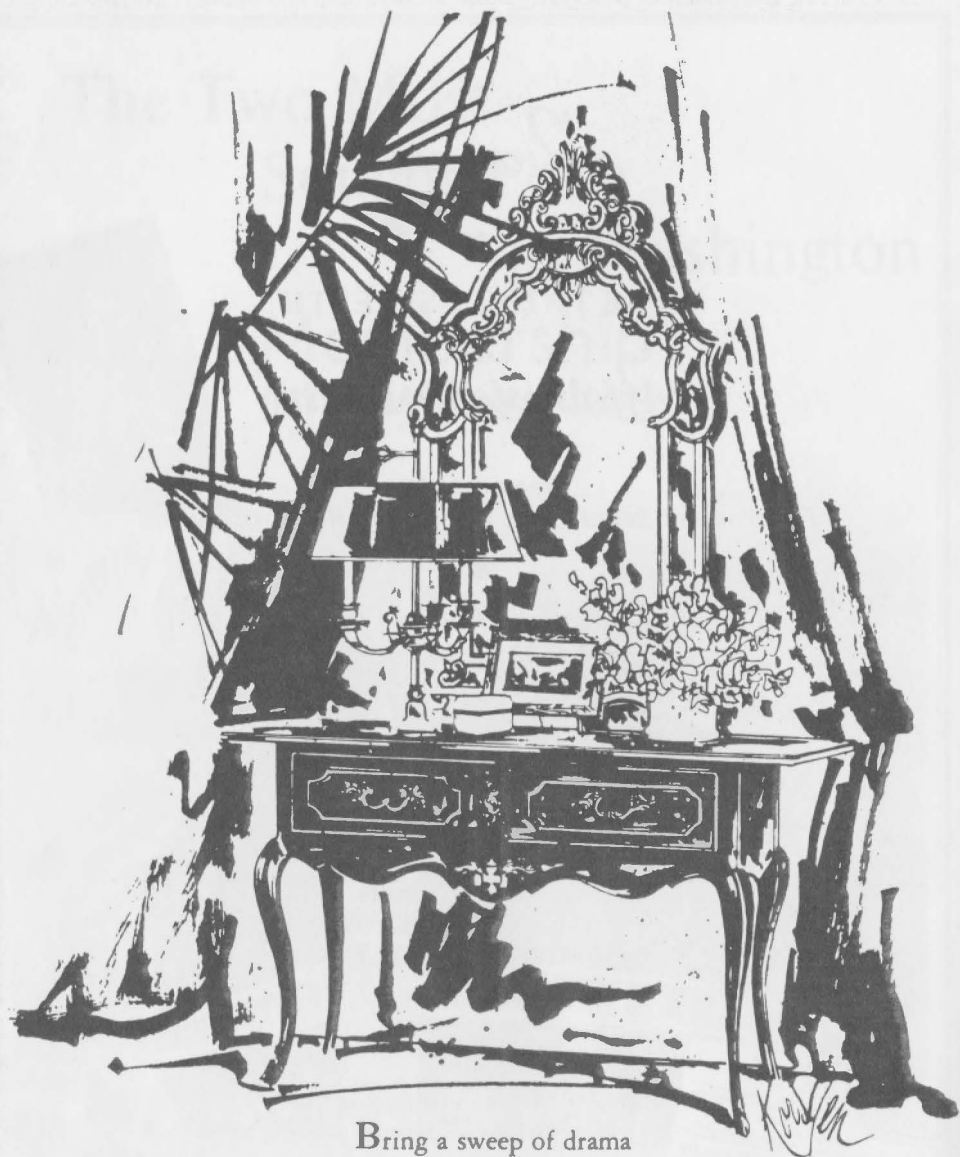


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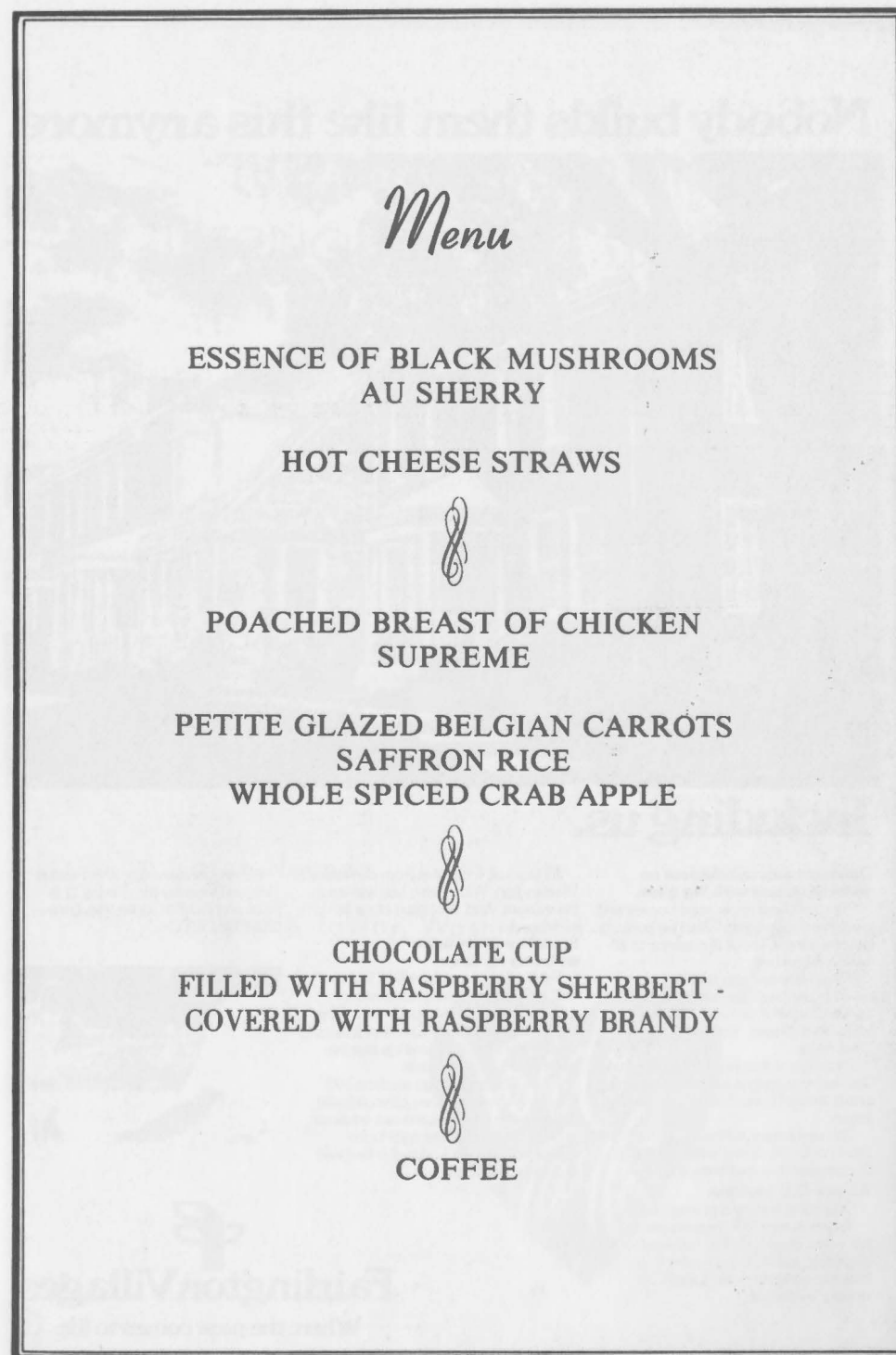
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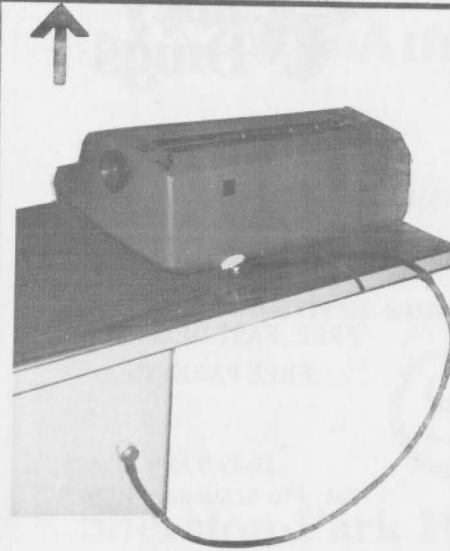


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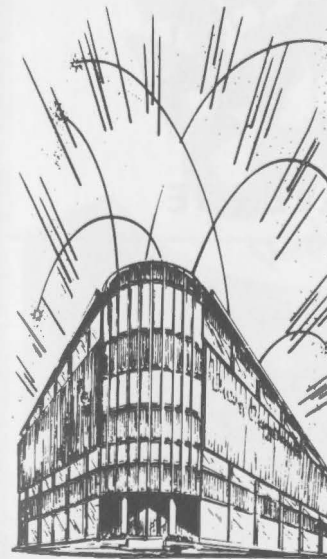
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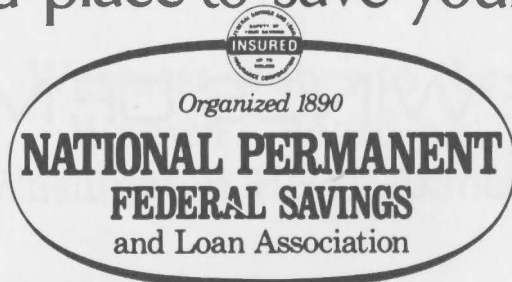
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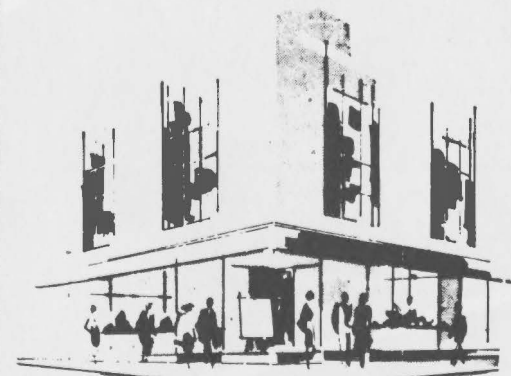
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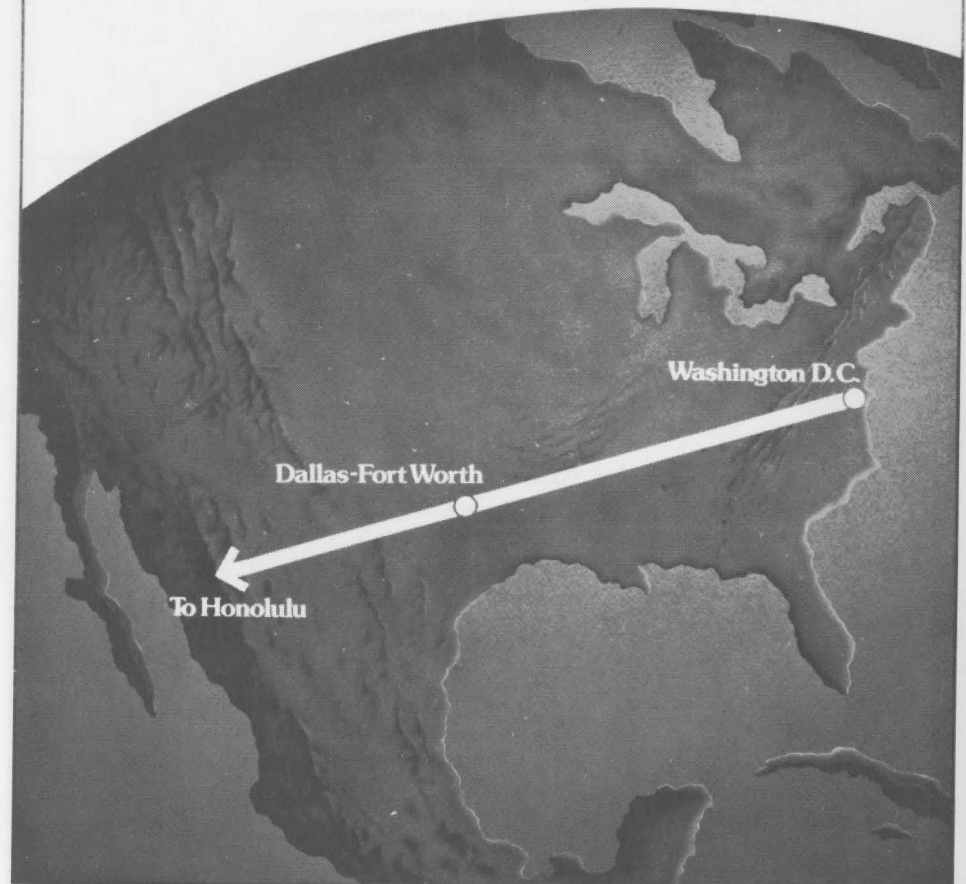
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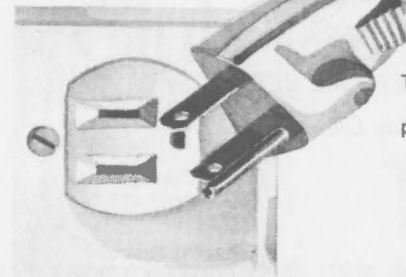
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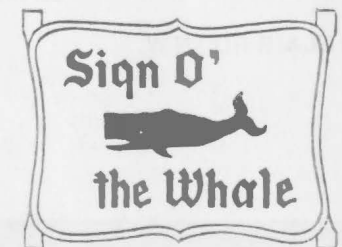
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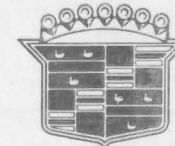
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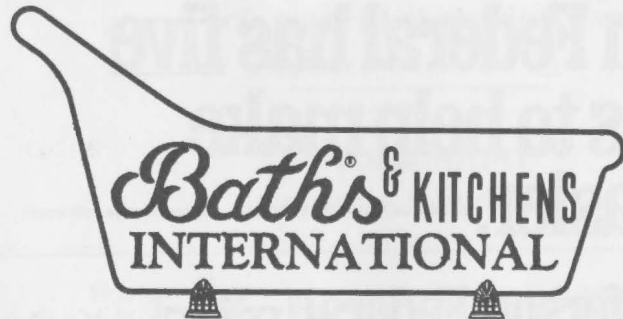
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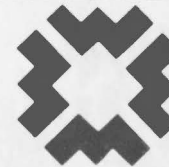
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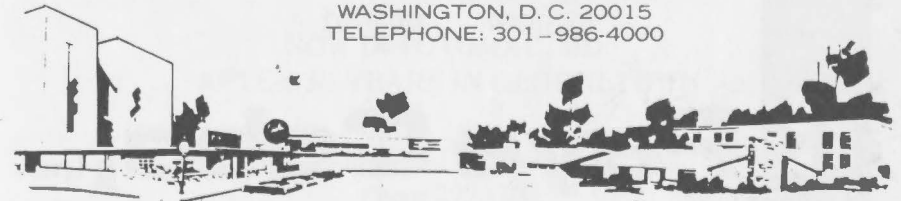


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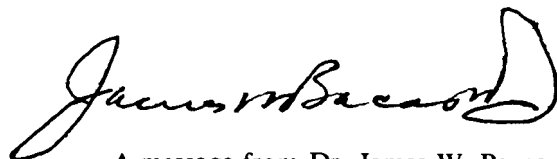
## THE KEY TO PREVENTION OF COMMON HEART DISEASE RESTS WITH "FEMALE" PERSONS

Like the common cold, the Western World is plagued by a common form of heart disease which is as ubiquitous as the house fly and as devastating as any war that the United States has ever engaged in. Common heart disease goes by many names such as: arteriosclerotic heart disease, coronary artery disease, or hardening of the heart arteries. The basic defect: abnormal build-up of fats plus minerals in the walls of feeder arteries to the heart muscle. Subsequent obstruction to the path of free blood flow, which represent fuel supply to the heart's engine, produces what we commonly call a heart attack. This translates into either sudden death in 50% of the victims or, if the individual survives, varying degrees of loss of heart muscle and, therefore, varying degrees of loss of heart efficiency.

This is a male chauvinist disease sparing in large part the female of the species. Oddly enough, however, the female holds the key to prevention if she will use it.

With each day there is increasing evidence that the fat deposits plugging normally wide open fuel lines are years in the making and when a middle-aged male finally has his symptoms it merely represents the tip of the iceberg that has been developing since childhood, predominantly because of a life-style of high fat, high carbohydrate intake and inadequate or curtailed physical activity. By and large, one's life-style is set by parental directions early in the game of life and primarily in maternal laboratories—the family kitchen. Simply stated, arteriosclerosis is a disease of the young which finally shows itself in middle age. If we knew how to dissolve rock formations in pipes, treatment would be helpful. To date no such treatment is available. Prevention must be directed at the root cause, which means keeping or preventing the rock formations from occurring in the first place. More and more medical quarters are becoming convinced that a national change in dietary habits leading to the prevention of fat deposition in arterial walls must come to pass before true in-roads can be made in decreasing the incidence of common heart disease. It may be too late for your mate, but it is not too late for your children or grandchildren. Become informed about nutrition and arteriosclerosis, then take that information back to your laboratories and put it into practice. Let's make sure that the common cold stays supreme and common heart disease becomes a forgotten legend.

Finally, to end on a different note, I want to take this opportunity to sincerely thank the Women's Board of the Washington Heart Association for its continuing exemplary efforts in supporting the cause of "Heart" in the Washington area. Due to your energies, a great deal of the continuing success of the Washington Heart Association is being realized.



A message from Dr. James W. Bacos

March 18, 1975

Dear Lou:

Many thanks for your letter and the picture of Mrs. Ford. It was nice of you to send it, and I know Mrs. Ford will enjoy seeing it.

It's always great seeing you, and I promise that when things ease up I'll give you a call. In the meantime, don't hesitate to call me.

Sincerely,

Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford

Mr. Lou Brott  
Lou Brott Associates  
1014 National Press Building  
Washington, D. C. 20004

SRW:ncc





**LOU BROTT and ASSOCIATES**

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March 12, 1975

Dear Sheila:

Your photographer may have taken a picture like this one but I thought it was particularly nice so I am sending it along.

As usual you were adorable and it was great seeing you.

Pat was especially helpful with some of the news media including the ~~SOB'S~~ - - from CBS who marched in seven strong to chisel lunches.

If you will invite me to lunch I'll accept, or vice versa, I hope.

Best regards,

LB

Mrs. Sheila Weidenfeld

GERALD R. FORD LIBRARY

The item described below has been transferred from this file to:

- Audiovisual Unit  
 Book Collection  
 Ford Museum in Grand Rapids

Item: 1 8"x10" BW photograph of BF at the Washington Heart Association Valentine Luncheon. 2/14/75

RENI Photos 3072123

The item was transferred from: Weidenfeld Box 4  
2/14/75 Washington Heart Association

Initials/Date let 2/86

# EYE

**TASTY:** Mme. Wu faithfuls nibbled in the Year of the Hare in her Santa Monica restaurant last week. Mae West came for cocktails, then slithered to another room for a cozy 12-course dinner with escort Paul Novak. She promised the new year would bring "the best from West" while Robert Stack wished "happiness to Hugh Hefner." George Kennedy said, "I've been blasted lucky but I sure hope things pick up in the economy for everyone else." And for the inscrutable Mme. Wu, busy posing with her celebrity customers, it already has. "It will be good for me. I was born in the year of this sign," she told Eye. "I started this restaurant with \$9,000 15 years ago and I just got an offer to sell for \$1,250,000 cash. I'm sorely tempted."

—JEAN COX



Robert and Rosemarie Stack and an admirer.



Shirley Jones and Marty Ingles; Marie Windsor and Jack Hupp.



Adam West (Batman); Glenn Ford and his fiancée, Cynthia Hayward; George Montgomery.



Mme. Wu; Mae West and Paul Novak

Photos by Frederick Winters

**HEART FUND:** "Oh, isn't that lovely," said Betty Ford, fingering a white and red valentine tie worn by heart transplant recipient Arthur F. Gay. Ms. Ford, wearing a three-piece midcalf white knit suit by Gloria Sachs, chatted at a special reception before attending the Washington Heart Assn. luncheon for 1,200.

But Secret Service agents denied the rumor. "It's a good story, but it's false," one agent stolidly told Eye.

—SUSAN WATTERS

**KEEPER OF THE RECORDS:** Agnes Marianne Nancy Kissinger's mother, dropped

**BACK TO BASIC EXTRAVAGANCE:** Neiman-Marcus in Bal Harbour showed Geoffrey Beene's new collection at a sherry and quiche party and discovered its customers preferred Beene's extravagant evening dresses to his tailored raw silk day clothes. The star in the dressing rooms afterward was a short blue

LOSER. -0-

BISMARCK (UPI) -- NORTH DAKOTA BECAME THE 34TH STATE TO RATIFY THE EQUAL RIGHTS AMENDMENT TO THE U.S. CONSTITUTION YESTERDAY WHEN THE STATE HOUSE OF REPRESENTATIVES PASSED THE MEASURE 52-49. THE STATE SENATE HAD EARLIER APPROVED THE AMENDMENT 28-22. A TOTAL OF 38 STATES MUST RATIFY THE AMENDMENT BEFORE IT BECOMES PART OF THE CONSTITUTION.