

The original documents are located in Box 29, folder “10/19-22/76 - California, Illinois, Iowa, Ohio, Virginia (2)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Talking Points, Airport Welcome, October 19, 1976

1. Glad to be back in California---a state we are going to win!
2. The polls look great---now we have to get voters to the voting booths on November 2nd.
3. This election will be won in the next two weeks.
4. Hope all Ford supporters will be very busy.
5. Thanks to all campaign workers for what they have done. Keep up the good work.

-0-



Downey, California Background

Downey is an LA suburb of 88,000, located in Rep. Del Clawson's 33rd district. Although there are more registered Democrats than Republicans, the 33rd is solidly Republican.

You will be speaking at a Republican Phone Bank (paid for by the Republican National Committee). The bank is calling for the President and Hayakawa. After identifying supporters, the callers are trying to get volunteers for the Victory Squad---to get out the vote on election day.

Elizabeth Rhodes, John's daughter, is working in the bank. You will be met by Clawson, Dr. Robert McClennan (local GOP assemblyman) and Rosemary Ferraro, one of the LA Ford chairmen.

Downey, California Phone Bank

I'd like to introduce myself I'm Steve Ford's mother.

Our third son is an adopted Californian, and ~~was caught~~

he was kind enough
to bring me here in his motor home.
~~a ride with him today in his camper.~~ His father's

campaign has gotten him off a horse, and he's been logging
lots of miles for the President.

All of our family has been out working, because we
are very proud of the job the President is doing. The
Fords have been out talking about the reasons to vote
for the President, and now we are counting on you to get
Ford voters to the polls.

Jerry Ford is providing the kind of leadership that
has our country back on the right track. America is
at peace. The economy ~~is sound~~ *has improved.* Americans can trust
their government.

To keep him on the job and to elect Republican
help in the House and Senate, you ~~have~~ to help get voters
to the polls.

We need your time and energy to translate the
encouraging polls here in California into a victory in
this very important state.

Now I'd like you to meet my very favorite California
cowboy.



Chinese-Americans for Ford Rally, October 20, 1976

Thank you for this very special welcome to Chinatown.

I share your pride in your heritage and your love of our country. The traditions of many lands have strengthened and added beauty to the character of America.

In a few days, we observe one of our most important political traditions---election day. I hope you will vote for my favorite candidate---my husband.

Jerry Ford is a man of performance---not promises. In his two years, he has turned the economy around and restored trust in our government. America is at peace. He has worked hard for all Americans. There is much more that he hopes to accomplish as President.

November 2nd, your vote can keep him on the job!

-0-



City of Hope, "Silver Spirit of Life" Award,
October 20, 1976

Thank you for this honor!

I shall always cherish the "Silver Spirit of Life,"
because it comes from you. Through your dedication
to the City of Hope, you have helped save and improve
many lives.

I am honored to be invited
~~Thank you for inviting me to share your 25th~~
anniversary of good works and friendship---and ^{to be} ~~for~~
^{included} ~~including me~~ in your circle of compassion. *Thank you*

-0-



*File - City of Hope event
LA*

FIRST LADY FILES

November 24, 1976

Dear Joe:

Thanks so much for your letter.

Mrs. Ford thoroughly enjoyed the event involving the City of Hope. It was such a pleasure to work with you and we appreciate all your help.

I am enclosing the photographs you requested. If there is any way my office can be of further assistance, please don't hesitate to call.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Joe Broady
City of Hope
208 West 8th Street
Los Angeles, California 90014



SRW/fp

Chinatown Background

Chinatown in Los Angeles is described as the most modern Chinatown in the Nation. Most of the people who live there are professionals, students and merchants.

The important community issues are day-care centers and low rent housing for the elderly.

Most of the residents came from south China through Hong Kong. They are strongly opposed to the Communist in China.

The Chinese-Americans resent the word "Chinamen" as a symbol of their being discriminated against. They also dislike traditional stereotypes and cliches.

There is no one Congressman for Chinatown, but it is represented in parts of four districts. This is generally a Republican area, but without any strong party organization.



歷史創舉

History Making ..

THE FIRST LADY

BETTY FORD

Comes to Asian American

Communities Greets Public WEDNESDAY (OCT-20)

in New Chinatown (2PM)

美總統夫人



訪問新華埠·歡晤亞裔人民·

十月二十日星期三下午二時

CHINATOWN HOSTS AND HOSTESSES

Upon Arrival: Mrs. Julia Li Wu and Dr. T. Kong Lee

JULIA LI WU:

Educator - Los Angeles City Schools and Los Angeles
City College
Commissioner - Presidential Commission on Libraries and
Information Science
State Co-Chairman of California Chinese Americans for
President Ford

DR. T. KONG LEE:

Chancellor and Chairman of the Board of Lincoln University
Member of President's Advisory Council on Economic Opportunity
States Small Business Administration
State Co-Chairman California Chinese Americans for President Ford

Upon Arrival: Chinese Benevolent Association Reception - Mr. and
Mrs. Poy Wong

MR. POY WONG:

President Chinese Consolidated Benevolent Association
President National Wong Family Association
President National Chinese Welfare Council
Board of Directors Mandarin Plaza, Cathay Bank



The entire Asian Community of California takes tremendous pride in welcoming the First Lady to Chinatown. This is a history making event for no First Lady has ever visited Chinatown in Los Angeles and the entire community has been involved in the arrangements.

The First Lady will be greeted upon arrival by Mrs. Julia Li Wu of Los Angeles and Dr. T. Kong Lee of San Francisco. Mrs. Wu and Dr. Lee are California Co-Chairmen of Chinese Americans for President Ford.

The program consists of a series of Chinese folk dances performed by young school children in the area -- in order of appearance:

1. The Woo Brothers
2. The elementary school students of the Castelar School
This dance -- jump-roping -- is ancient Chinese folklore.
3. The students of the Chinese Confucius School
4. The youth group of the Alpine Playground.

Following the program in The Square, Mrs. Ford will attend a private reception at 925 N. Broadway, the Headquarters of the Los Angeles County Chinese Consolidated Benevolent Association. She will be greeted there by the Association President and his wife, Mr. and Mrs. Poy Wong.

There are 36 Chinese Benevolent Associations in Southern California. Together they provide for the welfare of the Chinese Community, for the preservation of the Chinese culture and for the administration of the Chinese Confucius Temple School. This year the Association sponsored homes for 2,000 Vietnamese refugees.

Those in attendance at the private reception are the Presidents and Vice-Presidents of the 36 associations, as well as other well known members of the Asian community -- Chinese, Japanese, Korean, Vietnamese, etc.



For Immediate Release
Wednesday, October 13, 1976

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

Mrs. Ford will attend the 25th Anniversary Women's luncheon of the 500 Club for the City of Hope National Medical Center Wednesday, October 20th, at the Beverly Hilton Hotel in Beverly Hills, California.

The City of Hope National Medical Center in Los Angeles is a free, nonsectarian medical and research center for the catastrophic diseases, including cancer, heart diseases and diabetes. The 500 Club, with some 530 National chapters, is one of the major support auxiliaries for the center.

At the luncheon, Mrs. Ford will be presented the "Silver Spirit of Life" Award, the top honor awarded by the Center.

M.E. Hersch, City of Hope president, said: "We are honoring Mrs. Ford for her many contributions to furthering the spirit of American life. She embodies the spirit, courage and determination which are so much a part of our country."

#



Sheila

THE WHITE HOUSE

WASHINGTON

October 8, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER

As you know, Mrs. Ford has accepted the invitation from the City of Hope National Medical Center in Los Angeles to accept the Silver Spirit of Life Award, given by the 500 Club at the City of Hope. She will attend their luncheon on Wednesday, October 20th.

She will depart from Washington the preceding day and the City of Hope will begin a four-day trip for her. The City of Hope file is attached.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Jerry Jones
Terry O'Donnell
Max Friedersdorf
Steve McConahey
Sarah Massengale
Jim Field
Jim Baker
Stu Spencer
Elly Peterson
Bill Greener III
Jud Summer
Rex Scouten
Staircase



CITY OF HOPE

A PILOT
MEDICAL CENTER
SEEKING
NEW HORIZONS
IN HEALTH
AND HUMANISM

M. E. HERSCH, PRESIDENT • BEN HOROWITZ, EXECUTIVE DIRECTOR - SECRETARY
NATIONAL OFFICE • 208 WEST 8TH STREET, LOS ANGELES, CA 90014 • (213) 626-4611

August 11, 1976

BOARD OF DIRECTORS

HONORARY PRESIDENTS

Victor M. Carter
Emanuel H. Fineman
Judge Lester W. Roth
Percy Solotoy
Louis Tabak

VICE PRESIDENTS

Judge Bernard S. Seiber, First
George Arkin
Isadore Familian
Irving Goldman
Donald B. Gomes
Zelta Platt
Leonard Schaffer
Arthur W. Weiss

TREASURER

Jerry Godell

FINANCIAL SECRETARY

Samuel I. Simons

RECORDING SECRETARY

Lee Graff

Harvey Angell
Ernest Auerbach
Leonard Barban
Joseph Barton
Morley Benjamin
Alexander L. Berg
Harriette L. Bershaw, Honorary
Irwin Berton
Abraham S. Bolsky

Roger Boyar
Harry N. Brodsky
Selma Cooper, Honorary
Albert Dershwitz
Nathan Ehrlich

Erie Flagg
Lillian K. Forman, Honorary
Benett Frankel
Nathan Freedman

Leon Frieden
Joel M. Friedman
Joseph Friedman
Louis R. Friedman, Honorary
Helen Galland
Irving Geldin

Ben Goldberg, Honorary
Jack L. Goldberg, Honorary
Harry L. Guss
Charles Howard
Allen D. Jacobs
Saul Kleinrock

Herman Kranz, Honorary
Ed Kraus, Honorary
Alvin Lesser
Meyer Luskin
Melvin H. Malat
David Marks
Melvin Nadler

Samuel Otto, Honorary
Bess Tabin Plasky
Marvin Robman, Honorary
Fred Rosen
Terry Rosen

Elliot S. Rosman
I. Bob Roth
Rhoda G. Rothenberg
Arlene Sachs
Lorraine Schubiner
Sarah Schutzbank, Honorary
Ben Seewack
Larry Seewack

Maurice Shetter
Bernard J. Siegel
William D. Spector
William Stark
Roberta Stern
Oscar Topper
Leonard Weil

Cecilia G. Weinstein
Meyer Weintraub, Honorary
Charles S. Zimmerman

EXECUTIVE MEDICAL DIRECTOR

Rachael Levine, M.D.

ASSISTANT MEDICAL DIRECTOR

Melville L. Jacobs, M.D.

MED. CENTER ADMINISTRATOR

Robert M. Shanne

EXECUTIVE STAFF

CONTROLLER

Marilyn Goldier-sky

EXECUTIVE CONSULTANT

Mary Ikon

DIRECTOR, PUBLIC RELATIONS

Sydney J. Keith

DIR. AUXILIARIES COMMUNITY

RELATIONS: Joseph C. Lip-out

ADMINISTRATIVE DIRECTOR

Garold Robben

Mrs. Betty Ford
The White House
1600 Pennsylvania Avenue
Washington, D. C.

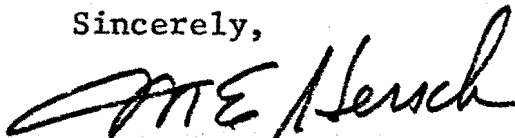
Dear Mrs. Ford:

We are delighted that you are considering the acceptance of the Silver Spirit of Life Award on October 20, 1976. Certainly, as I informed your press secretary on the phone today, we understand the complexity of your schedule and are more than willing to wait until you are certain of your availability.

Of course, if you could be present to actually accept the award, it would be such an honor to the more than a thousand women who will be in attendance at the luncheon. Certainly, the fashion show which will be presented by Mr. Estevez will be a brilliant highlight but it would be so much brighter with you present.

I know that you will do your best to schedule this event and we are deeply indebted that, among your busy activities, you are able to even consider our invitation.

Sincerely,



M. E. Hersch
President
City of Hope

MEH:rc

Free ... National ... Nonsectarian





DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

OFFICE OF THE SECRETARY

WASHINGTON, D.C. 20201

AUG 5 1976

MEMORANDUM FOR THE HONORABLE SARAH MASSENGALE

This is in response to your request of July 26 asking for an assessment of the City of Hope National Medical Center, and the merits of Mrs. Ford's accepting the Silver Spirit of Life Award from the 500 Club for the City of Hope.

The City of Hope National Medical Center is an outstanding, nonprofit research and treatment center for cancer, heart disease, diabetes, epilepsy, muscular dystrophy, and many other severe illnesses. All patients at the Center are treated without charge. Many of the patients are children.

The 500 Club, which has been in existence for 25 years, is a supporting group for the City of Hope.

In fiscal year 1975, the National Institutes of Health awarded \$2,444,500 for 35 research grants at the City of Hope, as well as \$294,519 for 3 research contracts.

If Mrs. Ford chooses to attend the 500 Club's Silver Anniversary Luncheon and to accept their Silver Spirit of Life Award, it will be with the recommendation of the Department.

Michael J. Licata
Executive Secretary
to the Department

THE WHITE HOUSE

WASHINGTON

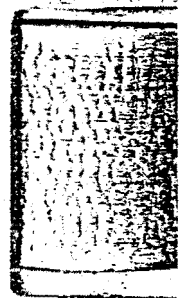
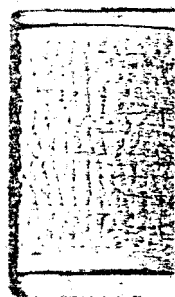
July 26, 1976

MEMORANDUM FOR: MICHAEL LICATA
FROM: SARAH MASSENGALE
SUBJECT: City of Hope National
Medical Center

Mrs. Ford has received an invitation from the City of Hope National Medical Center to receive the Silver Spirit of Life Award for her many contributions.

We would appreciate having your assessment of the organization and the merits of her accepting the award.

Thanks.



July 23, 1976

MEMORANDUM TO: SARAH MASSENGALE

FROM: SUSAN PORTER

May I have your assessment of the attached invitation to Mrs. Ford of the City of Hope itself and the merits of her accepting their award?

Thank you.

July 14, 1976

Dear Mr. Hersch,

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

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mr. Meyer E. Hersch
President
The City of Hope
Board of Trustees
203 West 8th Street
Los Angeles, California 90014

SP/ph

c: BF Pending to Consider (October 20, 1976, Beverly Hills, CA)



City of Hope Board of Trustees

208 W. Eighth Street — Los Angeles, California 90014 — (213) 626-4611

President
MEYER E. HERSCH

Honorary President
EMANUEL H. FINEMAN

Executive Director
BEN HOROWITZ

553-0

- Chairman
HON. EDWARD G. "PAT" BROWN
- Executive Secretary
LAWRENCE H. CAFER
- Vice Chairman
MORLEY BENJAMIN
A. G. HANDSCHUMACHER
BARRON HILTON
EDWARD L. JOHNSON
SAMUEL P. KROWN
- Financial Secretary
COL. JOHN O. GOTTLIEB
- Treasurer
ROSS K. O'LENO
- Secretary
A. R. GALLOS
- Executive Committee
ROBERT S. BELL
HARRY BLACKMAN
ELI BROAO
RALPH CARSON
DONALD B. GOMES
HERBERT L. GRAN
ELIOT HANDELMAN
R. M. HOLMES
DR. HERMAN H. KAYE
EDWARD MARKS
RICHARD M. MOCK
EDWARD A. MURPHY
RICHARD RALPHS
WILLIAM E. ROBERTS
EDWARD RUBIN
SANFORD SIGOLOFF
PERCY SOLOTOY
RICHARD M. STUTTE
PAUL E. SULLIVAN
WILLIAM WEINBERG
ROBERT S. WEST
- Trustees
BURTON N. ARNDS, JR.
DR. WM. F. BALLHAUS
TOM BANE
ARTHUR H. BARENS
HERBERT M. BAUS
WILLIAM B. BERGEN
J. W. BERNARD
STANLEY BLACK
R. T. BLOOMBERG
ABRAHAM BOLSKY
THORNTON F. BRADSHAW
EDMUND C. BUNKER
HAROLD BUTLER
VICTOR M. CARTER
BILLY CASPER
ALEX COLMAN
HON. DONALD B. CONSTINE
JACK KENT COOKE
DAVRE J. DAVIDSON
ROY O. DAY
PETER DEWETTER
ROBERT S. DICKERMAN
STEPHEN N. DONAHOE
LT. GEN. JAMES H. DOOLITTLE
U.S.A. (RET.)
ALBERT A. DORMAN
ISADORE FAMILIAN
CARL FISHER
ROBERT L. FLYNNE
MRS. HOWARD M. FOX
LEONARD FRANKEL
BEN FRIEDMAN
GEL M. FRIEDMAN
DR. NORMAN E. FRIEDMANN
M. KEITH GAEDE
CARL GAGOSIAN
MARK M. GALLON
RICHARD W. GAY
HENRY GLUCK
JERRY M. GOLDEN
IRVING GRAFF
T. S. ED. GREENSTREET
ARTHUR GROBART
HARRY GROMAN
MATTHEW J. GUGLIEMO
WILLIAM K. GUMPERT
WILLIAM F. HADJI
EDMUND A. HAMBURGER
FRED L. HARTLEY
HAROLD A. HAYTIN
JOSEPH HECHT
GEORGE L. HECKER
W. W. HEMPHILL
F. W. HESSE
MAX HILL
GEORGE HOAG, II
BEN HOSBERMAN
CLAUDE E. HODGSON, JR.
JOHN HOPKINS
L. A. HYLAND
RICHARD A. IBANEZ
BRUCE JUELL
STANLEY A. KAMEN
MAURICE KANTRO
MICHAEL KANTZLER
ARTHUR KAPLAN
FRANK L. KING
EUGENE V. KLEIN
MALCOLM C. KLEIN
SIDNEY KLINE
DONALD A. KOEPPPEL
H. I. KOLESBERGEN
LESTER B. KORN
ALBERT P. KRIVIN
SOLLY LAUB
BILL LAUGHLIN
ROBERT E. LAVERTY
J. I. LEVIN
ERIC LIDOW
HELEN LINDHURST
ART LINKLETTER
HULSEY S. LOKEY
JACKSON F. LONG
ARCHIE W. LUPER
E. L. MENEELY
J. J. MALONEY
D. L. MARLETT
NELSON MILES
C. C. MOSELEY
R. J. MUNZER
TERRY NEMER
WILLIAM NORRIS
CHARLES S. OFFER
GISEL OSTRROW
SEYMOUR OWENS
ISAAC PACHT
GEORGE M. PARDEE, JR.
THOMAS PATERSON
MAXWELL M. PEHLBERG
ELLSWORTH L. PERRY
HERMAN PLATT
ROBERT W. PRESCOTT
SOL PRICE
FRANCIS F. QUITTNER
DR. SIMON RAMO
J. DONALD RAUTH
JAY B. RICH
OWEN H. RICHELIEU, JR.
WILLIAM V. RITCHIE
TED H. ROSENFELD
STAN ROSS
HARRY ROTH
MANUEL F. ROTHBERG
SEYMOUR E. ROUFF
ADELLE M. RUDNICK
CARLA RUDNICK
WERNER G. SCHARFF
RICHARD E. SCHLIDER
MAURICE SCHOENHOLZ
HON. BERNARD S. SELDER
LEONARD SHANE
DAVID SHAPPELL
NATHAN SHAPPELL
ARTHUR H. SHAPIRO
ALEX SHUSTIN
LOYD C. SIGMON
DR. HENRY E. SINGLETON
ROBERT F. SIX
ERIC L. SMALL
MARVIN J. SMALLEY
D.E. SMITH
EDWARD D. SOLOMON
ROBERT L. SPENCER
BURTON S. SPENNER
ABRAHAM SPIEGEL
R. PARKER SULLIVAN
DAVID C. TALLICHET, JR.
IRVING TERRY
LEONARD TURNER
JOSEPH S. TUSHINSKY
JESS UNRUH
JOHN V. VAUGHN
ANGELO VENTURELLI
C. J. VER HALEN, JR.
CHARLES L. VICKERS
HARRY J. VOLK
RAYMOND A. WATT
WILLIAM W. WEIDE
LEONARD WEIL
DR. A. M. ZAREM
WILLIAM F. ZIMMERMAN

July 7, 1976

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

Dear Ms. Porter,

Each year, the 500 Club for the City of Hope sponsors a luncheon for the benefit of the free and nonsectarian City of Hope National Medical Center, a leader in patient care, research and education in the catastrophic diseases. This year is a very special luncheon for two reasons: It is the Silver Anniversary Luncheon; and more important, it is the 500 Club's decision to honor Mrs. Ford for her many contributions to the betterment of life with the presentation of the Silver Spirit of Life Award.

The Spirit of Life Award has traditionally been presented to male honorees in the aerospace industry and has never before been presented at the annual luncheon.

The City of Hope would be most honored to have the First Lady as its guest on this special occasion. The Beverly Hilton's International Ballroom, Beverly Hills, has been selected as the site for this event on Wednesday, October 20, 1976. The program will also include a fashion presentation by Luis Estevez.

We would appreciate your advice on this matter at the earliest possible moment.

Sincerely,

M. E. Hersch

M.E. Hersch, President
The City of Hope

cc Sheila Widenfeld, Press Secretary
Nancy Chirdon, Secretary to Mrs. Ford
Carol Slavin, Fashion Coordinator

MEH:cc

acknowled. by letter
check file
staff out to Sara M.

1000 PEOPLE
luncheon
fashion show
entirely
before or after
12:00 noon



GI 2

FL 9-1/c*

November 27, 1974

Dear Mrs. Poyhonen:

Thank you very much for the "Spirit of Life" membership which the members and friends of the City of Hope so generously donated in my name. This special gift is an honor for which I am deeply grateful.

Will you convey to all who so thoughtfully contributed my heartfelt appreciation for this kind expression of concern and friendship. May the City of Hope continue in its fine tradition of selflessly ministering to the ill.

With gratitude and warm best wishes,

Sincerely,

Betty Ford

x
Mrs. Warner Poyhonen
Membership Chairman
* x City of Hope
Gray's Harbor Chapter
Post Office Box 568
Aberdeen, Washington 98520

AH

x
Lipsett, Joseph C.



RECEIVED

NOV 29 1974

SOCIAL FILES

City of Hope National Board of Trustees

208 West Eighth Street—Los Angeles, California 90014—Telephone (213) 626-4611

November 26, 1974

President
PERCY SOLOTOY
Honorary President
EMANUEL H. FINEMAN
Executive Director
BEN HOROWITZ

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

Dear Mrs. Ford:

On behalf of the Board of Directors and the entire City of Hope family, I am delighted to welcome you as a Spirit of Life member.

This Spirit of Life membership has been made possible by Mrs. Warner Poyhonen and the members of the Grays Harbor Chapter of the City of Hope in Aberdeen, Washington.

It may interest you to know that we now have in excess of 500 such chartered auxiliaries and/or chapters located in 208 cities, 29 states and Washington, D.C. comprising a volunteer force of many thousands of men and women from all walks of life. The City of Hope's non-sectarian philosophy is reflected in the interracial and interreligious makeup of our auxiliaries and/or chapters.

The City of Hope, a National Pilot Medical Center, is dedicated to the service of Humanity. Its ultramodern facilities provide free care of unsurpassed quality for patients suffering from cancer and leukemia, heart, blood and respiratory afflictions, diabetes and other disorders of heredity and metabolism. Pioneering programs are pursued in these catastrophic maladies as well as in lupus, Huntington's disease, genetics and the neurosciences. Many hundreds of original findings and discoveries have emerged from its staff and laboratories in recent years in its efforts to relieve pain, prolong life and effect cures. As a "think tank" for other hospitals, the City of Hope seeks improvements in quality, quantity, economy and efficiency in the delivery of health care.

A consultation service is available at no cost to doctors and hospitals regarding the diagnosis and treatment of their patients. Contributions from the public are the primary support for an operating budget of \$23 million and a "New Horizons" building program of \$10,005,000. The unique role of the City of Hope is one of seeking to influence medicine and science...of disseminating its humanist philosophy...throughout America and the world.



EDMUND G. "PAT" BROWN
Chairman
KENNETH B. KEATING
Secretary
ENCE H. CAFER
C. ABRAMS
ON N. ARNOLD, JR.
REUBIN O'D. ASKEW
ANE
AM C. BARTHOLOMAW
ARWICK
LAS D. BIDDLE
D J. BLASCO
CE M. BLUM
T T. BLOOMBERG
N BLUMENTHAL
PHEN BONER
J. J. BOTTHNER
AMLET
BRICKHOUSE
BRODSKY
RY BROWN
R. BRUNSWICK
RYAN, SR.
CASPER
CENTER
HAUNCEY
GEORGE CHRISTOPHER
TIAN CIRCO
RANDOLPH COLLIER
CRAWFORD
EL DABOTE
SAMUEL DI FALCO
RD DORNBUSCH
HRLICH
EM ETTINGER
RE FAMILIAN
M M. FINE
P J. FLEISCHER
ETCHER
EY FOSTER
HIEGAN
AGOSIAN
GALLAND
LLON
D H. GAUER
GENETT
GETZ
B. GILLETTE
Y C. GILLETTE
A. GLADIEUX
GOLDMAN
LDSTEIN
RON S. GORDON
K E. GORMAN
L. GREENBERG
HARTLEY
AGGAR
N HILTON
M P. HOSEY, JR.
P. MORLOCK, JR.
ORWITZ
HISCAKIDES
Z. JAFFE
R S. JOHNSON
J. JUEL
J. KAPLAN
PLAN
NY C. KARLOS
KAVICH
YON KENNEY
APMAN
S. KNAPP
K. KONOWE
KORET
D. KRENEKY
KUPCINET
C. LANG
BERT LAWRENCE
DOW
LETTER
OMAS C. LYNCH
ER MARCUS
MILGRAM
N. MORIN
CKS
DELMAN
D. GING
IWENS
J. PASKOW
F. PEARSON
DIAN
RLING
IN D. PESSIN
CE
ON RAMO
NNINGS RANDOLPH
LD RAUTH
R. READE, JR.
A. RSKIN
P. ROBERTS
ON ROBERTS
UDOUH M. ROSENTHAL
ROSENZWEIG
SSO
OLD H. SALKIND
BLAND SANDERS
SAPORTA
SAPIS
RE R. SAYERS
J. SCHOEN
SCHUTZ BANK
SCURLOCK
S. SEIGENFELD
RETEAN
RIMP
ULVERBERG
SKINNER
A. SMITH
DMERG
HEER-S
STARK
AMBON
L. R. GING
SYLK
TRAGER
H. TIDENSKY
RICH
DLID
E. WARD
V. WACHSLER
PEPRIN
WHITE
E WILSON
HERSPOON
ZIENIS
E. ZISCH

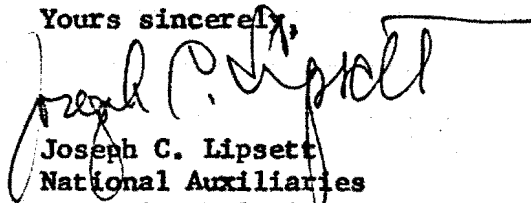
(Page two)

I am forwarding to you, under separate cover, a personalized Spirit of Life membership plaque and a Spirit of Life membership card signifying your identification with the humanist programs of healing and research conducted at the City of Hope.

May I take this opportunity to issue to you a most cordial invitation to personally tour the medical and research facilities at the City of Hope whenever your busy schedule calls for a visit to the West Coast. I can unqualifiedly assure you of a most memorable experience.

With every good wish for your continued good health.

Yours sincerely,



Joseph C. Lipsett
National Auxiliaries
Community Relations Director

JCL: ja



CITY OF HOPE

A PILOT MEDICAL CENTER

seeking new horizons in health and humanism



Grays Harbor Chapter #557,
P.O. Box 568,
Aberdeen, Wash. 98520

October 4, 1974

Mrs. Warner Poyhonen
401 Broadway West
Montesano, Wash. 98563

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

Dear First Lady Betty Ford:

The concern of the many for your health and complete recovery is especially true of City of Hope members, since the City of Hope at Duarte, California is "considered to be one of the major cancer treatment centers in the United States", as well as, a Pilot Medical Center for most catastrophic diseases.

Mr. Robert Durney, an active promoter when our chapter was organized in 1959, suggested we contact some of our members and friends to donate to a "Spirit of Life Membership" in the City of Hope in your honor. This was a rewarding experience for me as everyone I contacted was happy to contribute. This money has already been sent to National, to help promote better health care.

The membership card, pin and plaque will be sent to you by our National Office in Los Angeles.

We hope you will accept this gift from people who CARE and we send sincere wishes for your good health.

Sincerely,

Claire Poyhonen
Mrs. Warner Poyhonen, Membership Chairman

Mrs. Fred Hensel
Mrs. Fred Hensel, Treasurer GHC #557



at
end
of
11/5
msg.

Following are the names of the donors of "The Spirit of Life Membership":

- Mr. & Mrs. Robert Durney, 505 K. St. Hoquiam, Wash. 98550
Ins. and Travel Agency - Charter Members
- Mr. Andrew Winberg, 112 W. Third St. Aberdeen, Wash. 98520
Banking - Life member
- Mr. & Mrs. Eric Robinson, 116 W. Third St. Aberdeen, Wash. 98520 ←
Realtors - members (see picture enclosed)
- Mr. & Mrs. Robert A. Basich, 510 Sumner, Aberdeen, Wash. 98520
G.H. College Football Coach - members
- Mr. & Mrs. Forest Kelsey, 315 Broadway West, Montesano, Wa. 98563
Whitney - Oldsmobile Co. friend & neighbor
- Mr. & Mrs. U. J. Whitney, 412 Broadway West, Montesano, Wa. 98563
Whitney - Oldsmobile Co., members & neighbor
- Mr. & Mrs. Chas. W. Caldwell, Rt. 2 Box 2558, Montesano, Wa. 98563
Real Estate - Past Pres. G.H. Chapter and Lifemembers.
- Mr. & Mrs. Robert Backstrom, 608 McBryde West, Montesano, Wa. 98563
Insurance - members
- Mr. & Mrs. James M. Stewart, 711 3rd. N., Montesano, Wash. 98563
Attorney - members, active in Republican party.
- Mrs. Ruby Rice, 2305 W. 6th, Aberdeen, Wash. 98520
President of our chapter, Lifemember
- Mr. & Mrs. Fred Hensel, 716 8th. Ave. Aberdeen, Wash. 98520
Upholstery - Mr. Hensel recently had open-heart surgery
at City of Hope.
- Mr. & Mrs. Donald D. Downey, 112 W. Main, Montesano, Wash. 98563
Friends - active in Republic Party
- Mr. & Mrs. Ted Brower, 632 Hanna, Aberdeen, Wash. 98520
Title Ins. - Lifemembers - Past. Pres.
- Mr. & Mrs. Sam Zuvich, Malone Road, Malone, Wash. 98559
Friends
- Judge and Mrs. Warner Poyhonen, 401 Broadway West, Montesano, Wa. 98563
Retired Judge, 1st. Pres. in 1959 also 1967 - 69
Lifemembers, Members of Natl. Board of Trustees



CITY OF HOPE
Public Relations Dept.
(213) 626-4611
(Joe Broady)

The following information should be helpful in your coverage of Mrs. Ford's appearance at the Annual Women's Luncheon of the 500 Club for the City of Hope.

- (1) Celebrities who are to be present: Rosemary Stack, Gayle and Pamela Hensley, Louise Caldero, Mrs. Wm. Winans, Lynda Day George, Mrs. John Wayne, Ingrid Orbach Ryan, Mrs. Wm. Getz, Mrs. Alfred Bloomingdale, Merle Oberon Wolders.
- (2) Luis Estevez says Mrs. Ford will be wearing one of his designs: a coral wool crepe dress banded by coral ultra suede.
- (3) Estevez's fashion show will open with three of his designs that Mrs. Ford wore at the Republican Convention.
- (4) Seated at Mrs. Ford's table: Mr. and Mrs. M. E. (Mike) Hersch, (he is the president of the City of Hope); Mr. and Mrs. Emanuel H. Fineman (he is honorary president of the City of Hope); Mr. and Mrs. Herb Rothner (Anita Rothner is luncheon chairwoman); Mr. and Mrs. Robert Dennis (Lorraine Dennis is co-chairwoman); Mr. and Mrs. Selwyn Grant (he is president of the 500 Club); Mrs. Ben (Beverly) Horowitz (wife of City of Hope Executive Director).
- (5) Attached are a release on the event, an information sheet on the 500 Club for the City of Hope, and a list of the committee names.

CITY OF HOPE
Public Relations Dept.
(213) 626-4611
(Joe Broady)

FOR IMMEDIATE RELEASE

The nation's First Lady, Betty Ford, was the special guest of honor at the 25th anniversary Women's Luncheon of the 500 Club for the City of Hope, Wednesday, October 20, at the Beverly Hilton Hotel.

"The 500 Club presented Mrs. Ford with the 'Silver Spirit of Life' on behalf of the free, national, nonsectarian medical and research center, now celebrating its 63rd year of service to America," said luncheon co-chairpersons Mrs. Herb (Anita) Rothner, Tarzana, and Mrs. Robert (Lorraine) Dennis, Woodland Hills. "She symbolizes the courage of people everywhere in their fight against cancer."

M. E. Hersch, City of Hope president, presented the award. The inscription read:

SILVER SPIRIT OF LIFE AWARD
TO THE FIRST LADY, BETTY FORD,
ON THE OCCASION OF THE
500 CLUB FOR THE CITY OF HOPE'S
25TH ANNIVERSARY LUNCHEON
FOR HER CONTRIBUTION TO
THE SPIRIT OF AMERICAN LIFE
OCTOBER 20, 1976



The luncheon featured fashions by the American designer, Luis Estevez, who personally presented his collection. He is one of several names in American fashion who have designed for Mrs. Ford.

- more -

2-2-2
500 Club Luncheon

The City of Hope, which specializes in catastrophic diseases, has an annual operating budget of \$28.5 million and is supported primarily by voluntary contributions from the general public. There are 530 chapters across the United States which actively assist in promoting its programs of patient care, research and education, and the 500 Club is one of the major groups.

Honored by the American Revolution Bicentennial Administration for its achievements as a Pilot Medical Center, the City of Hope is the only medical and research center among 200 locales nationwide selected as special places to visit during 1976.

Its ultramodern facilities provide personalized care of unsurpassed quality for patients with catastrophic maladies -- cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism.

#

(102076dw)

THE 500 CLUB – WHAT IT IS, WHAT IT HAS DONE.

The actual birthdate of the 500 Club goes back more than 20 years...back into the late Forties when a group of young high school students rallied together for the very commendable purpose of supporting the good work being done at the City of Hope. Unfortunately their good intentions never materialized until several years later when at an informal social gathering this same group of young people – now married and settled down – once again decided to band together and form an organization dedicated to the great cause of the City of Hope. And so it came to be that some 20 years ago the first Annual Dinner Dance was held honoring Sportscaster, Sam Balter.

The next year saw the advent of the first Annual Women's luncheon; and the following year the Annual Automobile Drawing was originated. As the years passed, the activities of the 500 Club continued to expand. In 1960, an Annual Auction was started with the aid of many new couples who, realizing the need to serve those less fortunate than themselves, joined the ranks of the 500 Club.

The growth of this group has been continually encouraged by the stature and example of the men honored each year. They have given of themselves to help the members of the 500 Club build an organization which has raised funds in excess of \$2,000,000 to support the National Medical Center, the City of Hope.



SILVER ANNIVERSARY
LUNCHEON COMMITTEE

ChairwomanMrs. Herb (Anita) Rothner, Tarzana
Co-Chairwoman.Mrs. Robert (Lorraine) Dennis, Woodland Hills
Luncheon Tickets, Reservations & Invitations. .Mrs. Joe (Bea) Baron, L.A.
Mrs. Harold (Bunny)Perliter,
L.A.
Door-Raffle PrizesMrs. Hugh (Evie) Aaronson, Woodland Hills
Mrs. Leonard (Dorothy) Frankel, Tarzana
BoutiqueMrs. Herb (Sylvia) Cowan, L. A.
Table FavorsMrs. Morton (Dee) Koffman, Beverly Hills
Raffle Tickets at Luncheon .Mrs. Gabriel (Rita)Tumin, Chatsworth
Decorations.Mrs. Burt (Helene) Berke, Woodland Hills
Mrs. Howard (Eunice) Brown, Tarzana
Non-Member ContestMrs. Leonard (Audrey) Eisenberg, Encino
Incentive Ticket Sales . . .Mrs. Harry A. (Marilyn)Franken, Santa Ana
AwardsMrs. Sy (Charlotte) Maxwell, Encino
Clock Contest.Mrs. Murray (Shirley) Harris, L. A.
ProgramMrs. Allyn (Marilyn) Rouse, L.A.
Mrs. Charles (Jean) Feldman, L.A.
Phone Committee.Mrs. Jerry (Leonore) Davis, Encino
Mrs. Edward(Ann)Radow, L.A.
AdvisorMrs. Harry A. (Marilyn) Franken, Santa Ana



CITY OF HOPE

A PILOT
MEDICAL CENTER
SEEKING
NEW HORIZONS
IN HEALTH
AND HUMANISM

M. E. HERSCH, PRESIDENT • BEN HOROWITZ, EXECUTIVE DIRECTOR - SECRETARY
NATIONAL OFFICE • 208 WEST 8TH STREET, LOS ANGELES, CA 90014 • (213) 626-4611



CITY OF HOPE NATIONAL MEDICAL CENTER
HONORED BY THE AMERICAN BICENTENNIAL
AS ONE OF 200 SITES TO VISIT

BOARD OF DIRECTORS

HONORARY PRESIDENTS

Victor M. Carter
Emanuel H. Fineman
Judge Lester W. Roth
Percy Solotoy
Louis Tabak

VICE PRESIDENTS

Judge Bernard S. Selber, First
George Arkin
Isadore Familian
Irving Goldman
Donald B. Gomes
Zelda Platt
Leonard Schaffer
Arthur W. Weiss

TREASURER

Jerry Godell

FINANCIAL SECRETARY

Samuel I. Simons

RECORDING SECRETARY

Lee Graff

Harvey Angell
Ernest Auerbach
Leonard Baran
Joseph Baron
Morley Benjamin
Alexander L. Berg
Harriette L. Bershaw, Honorary
Irwin Berton
Abraham S. Bolsky
Roger Boyar
Harry N. Brodsky
Selma Cooper, Honorary
Albert Dersheiwitz
Nathan Ehrlich
Eric Flagg
Lillian K. Forman, Honorary
Bennett Frankel
Nathan Freedman
Leon Frieden
Joel M. Friedman
Joseph Friedman
Louis R. Friedman, Honorary
Helen Galland
Irving Geldin
Ben Goldberg, Honorary
Jack L. Goldberg, Honorary
Harry L. Guss
Charles Howard
Allen D. Jacobs
Saul Kleinrock
Herman Kranz, Honorary
Ed Kraus, Honorary
Alvin Lesser
Meyer Luskin
Melvin H. Malat
David Marks
Melvin Nadler
Samuel Otto, Honorary
Bess Tubin Plasky
Marvin Robman, Honorary
Fred Rosen
Terry Rosen
Elliot S. Rosman
I. Bob Roth
Rhoda G. Rothenberg
Arlene Sachs
Lorraine Schubiner
Sarah Schutzbank, Honorary
Ben Seewack
Larry Seewack
Maurice Shecter
Bernard J. Siegel
William D. Spector
William Stark
Roberta Stern
Oscar Tapper
Leonard Weil
Cecilia G. Weinstein
Meyer Weintraub, Honorary
Charles S. Zimmerman

EXECUTIVE MEDICAL DIRECTOR

Rachmiel Levine, M.D.

ASSISTANT MEDICAL DIRECTOR

Melville L. Jacobs, M.D.

MED. CENTER ADMINISTRATOR

Robert M. Sioane

EXECUTIVE STAFF

EXECUTIVE ASSISTANT

Richard L. Fox

CONTROLLER

Marilyn Guldetsky

EXECUTIVE CONSULTANT

Mary Irkin

DIRECTOR, PUBLIC RELATIONS

Sydney J. Keith

DIR., AUXILIARIES COMMUNITY

RELATIONS/Joseph C. Lipsett

October 8, 1976

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

Dear Sheila:

It was nice meeting you at the Beverly Hilton in regard to Mrs. Ford's appearance as the guest of honor at the 25th Anniversary Luncheon of the 500 Club for the City of Hope National Medical Center. The luncheon, where Mrs. Ford will be presented with the Silver Spirit of Life Award, will be held in the International Ballroom of the Beverly Hilton Hotel on Wednesday, October 20, 1976, with 1200 women in attendance.

The enclosed press release, which I have prepared for local media here in Los Angeles (time of release to be agreed upon when we talk by phone on Tuesday, October 12, 1976), will give you most of the information you might need. As additional background, you might find the following of use: This is the first time the "Silver Spirit of Life" Award will be presented, as it is the special occasion of the 500 Club's 25th Anniversary. As we noted in our conversation at the hotel, this award, the most prestigious to be presented on behalf of the City of Hope National Medical Center, has previously been given to outstanding industrialists, businessmen and humanitarians. For example: Thornton F. Bradshaw, president of Atlantic Richfield Co.; New York Mayor, Abraham Beame; M. Keith Gaede, prominent Orange County, California businessman and developer; Clair L. Peck, chairman of C. L. Peck Contractor, largest general contracting firm on the West Coast; Arthur F. Kelly, chairman and chief executive officer, Western Airlines; and Reubin O'D Askew, governor of Florida.

Sheila, the "Spirit of Life" is the symbol of the City of Hope and consists of a man, woman and child. The

Free ... National ... Nonsectarian



Ms. Sheila Rabb Weidenfeld
October 8, 1976
Page Two

original sculpture is the centerpiece of a fountain which fronts the entrance to the Medical Center.

The 500 Club is one of the major supporting auxiliaries for the City of Hope. There are some 530 chapters across America which support the City of Hope. As you will note in the enclosed material on the City of Hope, it is a free, national, nonsectarian medical and research center which conducts programs of patient care, research and education in the catastrophic diseases: cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism.

Mrs. Ford may also be interested in this: The City of Hope is the only medical and research center among 200 locales nationwide to be selected as a special place to visit in 1976 by the American Revolution Bicentennial Administration.

The inscription on the award will read:

SILVER SPIRIT OF LIFE AWARD
TO THE FIRST LADY, BETTY FORD,
ON THE OCCASION OF THE
500 CLUB FOR THE CITY OF HOPE'S
25TH ANNIVERSARY LUNCHEON
FOR HER CONTRIBUTION TO
THE SPIRIT OF AMERICAN LIFE
OCTOBER 20, 1976

Sheila, we also discussed using slides of Mrs. Ford in candid poses. These would be pictures showing Mrs. Ford at various functions, with different people; ones which show her varied activities. I truly think that she has not only made a contribution to, but is the Spirit of American Life. That's what we want to show in the slide presentation, which will set the mood for the award presentation. Please send these directly to me.

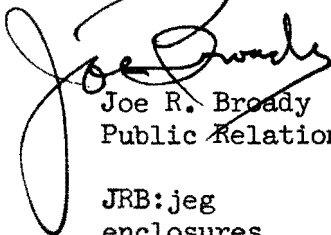
Now, in addition, I would like to know, for purposes of general information, what Mrs. Ford will say at the luncheon. She, of course, may make any remarks she wishes and have as much time as she wants. Naturally, I would trust that she will make some reference to the City of Hope, its program, etc.

Ms. Sheila Rabb Weidenfeld
October 8, 1976
Page Three

If you need any more information than that contained in the enclosed material, please let me know. M. E. (Mike) Hersch, Southern California industrialist and developer, is the president of the City of Hope and he will be her escort at the luncheon and will make the presentation of the award. Hopefully, this covers most of the obvious questions.

Again, it was nice meeting you, and I look forward to seeing you upon your return to Los Angeles. Please give my regards to Mrs. Ford. All of us are most appreciative of her returning to Southern California for what, I am sure, will be a very pleasant and happy occasion.

Sincerely,



Joe R. Broady
Public Relations Department

JRB:jeg
enclosures



CITY OF HOPE
Public Relations Department
(213) 626-4611
(Joe Broady)

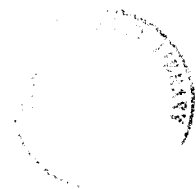
FOR IMMEDIATE RELEASE

LOS ANGELES--The nation's first lady, Betty Ford, will be the special guest of honor at the 25th anniversary Women's Luncheon of the 500 Club for the City of Hope National Medical Center on Wednesday, October 20, 1976, at the Beverly Hilton Hotel, Beverly Hills, California.

Mrs. Ford will receive the "Silver Spirit of Life," the most prestigious award presented on behalf of the free, national, nonsectarian medical and research center, which is celebrating its 63rd year of service to America.

"We are honoring Mrs. Ford for her many contributions to furthering the spirit of American life," said M. E. Hersch, City of Hope president. "She embodies the spirit, courage and determination which are so much a part of our country. Mrs. Ford is a woman of diverse attributes and a most fitting individual to be honored with the 'Spirit of Life.'"

The luncheon will feature fashions by the American designer, Luis Estevez. He is one of several names in American fashion who have designed for Mrs. Ford.



The City of Hope specializes in catastrophic diseases and is located in Duarte, California, a suburb of Los Angeles. The annual operating budget of \$25.7 million is supported primarily by voluntary contributions from the general public. There are 530 chapters across the United States who actively assist in promoting its programs of patient care, research and education. The 500 Club is considered one of the top five auxiliaries.

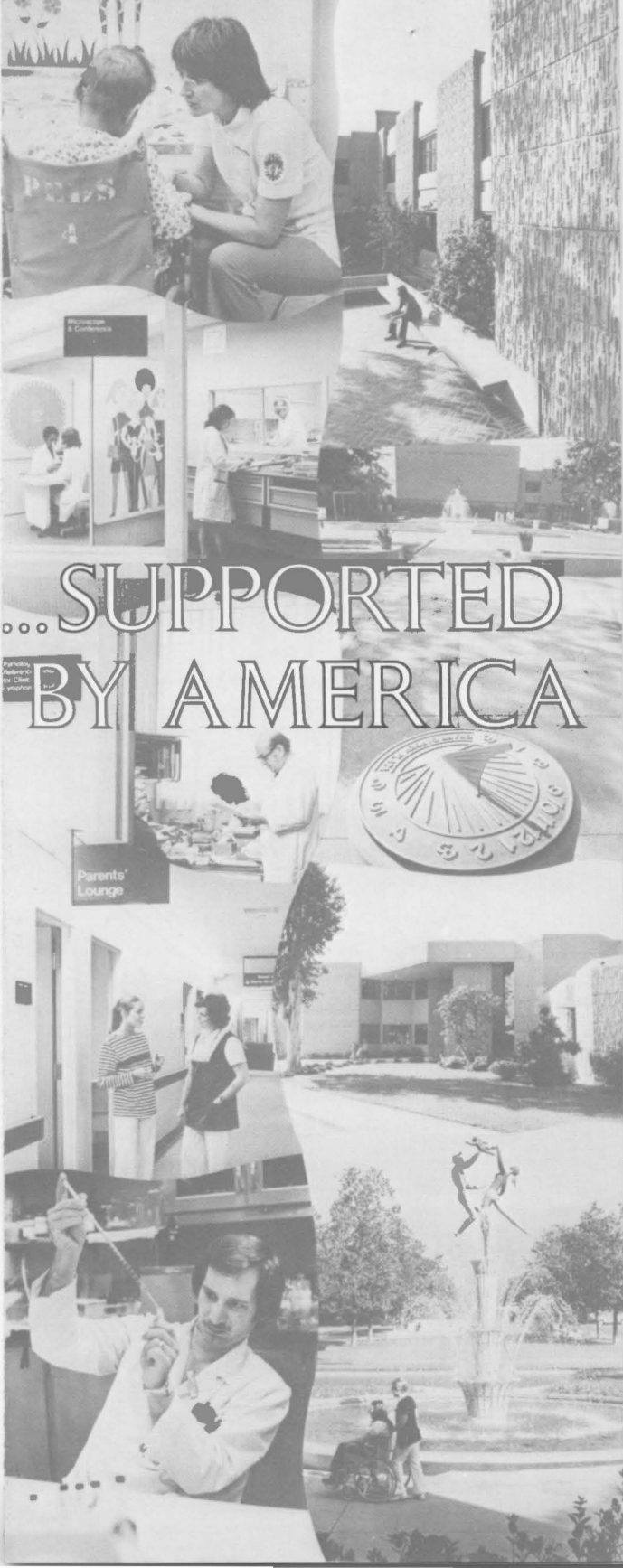
Honored by the American Revolution Bicentennial Administration for its achievements as a Pilot Medical Center, the City of Hope is the only medical and research center among 200 locales nationwide selected as special places to visit during 1976.

Its ultramodern facilities provide personalized care of unsurpassed quality for patients with catastrophic maladies--cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism.



SERVING
AMERICA...

*The
City of Hope Story*



...SUPPORTED
BY AMERICA



THE SPIRIT OF LIFE
SCULPTURE & FOUNTAIN
AT THE ENTRANCE OF THE
CITY OF HOPE SYMBOLIZES
THIS PILOT MEDICAL CENTER'S
HUMANISTIC PHILOSOPHY AND
CONCERN FOR THE DIGNITY,
HEALTH AND WELL-BEING
OF THE FAMILY OF MAN.



A Unique Phenomenon on the American Scene

Begun in 1913 in two tents, the world-renowned City of Hope National Medical Center is dedicated to patient care, research and medical education in catastrophic diseases. An outstanding staff of physicians and scientists works on a full-time basis in an ultramodern complex of hospitals and laboratories housed in some forty buildings on ninety acres.

A Hospital With A Soul

The unsurpassed quality of care at the City of Hope, rendered in loving kindness and preserving the human dignity of patients, has earned it a well-deserved reputation as a model hospital. Its personalized treatment is made available without charge to those suffering from the crippling and killer ailments—cancer and leukemia; heart, blood, and respiratory maladies; diabetes and other hereditary and metabolic disorders.

The City of Hope has pioneered in psychosomatic approaches, treatment of the patient as a whole person, and family-centered medicine.

A Think Tank For Hospitals

Because its procedures and findings are applied in hospitals throughout the country and world, the City of Hope has been called a "hospital without walls" and a "Hospital's hospital." This reflects its acceptance of a unique

responsibility, not only for patients coming to its doors, but for those who come to medical institutions everywhere.

City of Hope task forces study all phases of hospital functioning for the purpose of developing more progressive, more economical, more efficient, and more satisfying methods of treatment.

In the mounting health crisis, The City of Hope has pioneered in showing hospitals how to: reduce operating costs; alleviate personnel shortages; eliminate medication errors; provide more advanced outpatient facilities and home treatment; increase patient safety and inclusion of the family in the treatment process within the hospital environment.

A Pilot Medical Center

To relieve pain and prolong life are the major goals of the City of Hope. Hundreds of discoveries have come from its staff, unceasingly probing the mysteries of life, seeking methods of diagnosis, treatment, and prevention of cruel ailments. Publications in professional journals; presentations at national and international conferences, and recognition by governmental and private agencies have influenced medical practice and scientific endeavors everywhere.

Illustrative of City of Hope "firsts" are new medical instruments such as the streamlined cobalt "bomb" for cancer therapy—the sphygmometer for diagnosis of heart conditions—innovative diagnostic tests for hereditary diseases in newborn babies, for blindness and cataracts in youngsters, and for emphysema in

adults—new and more effective procedures in surgery, radiation, and chemotherapy—fresh findings on the workings of the immune mechanism, which are now undergoing field trials.

Through research, the hand of hope can be extended to the millions who are threatened, or who are actually suffering, the ravages of the many diseases treated by the City of Hope ... as well as in investigations in genetics, neuroscience, lupus, Huntington's chorea, epilepsy, etc. New projects are inaugurated regularly, the most recent being in cancer immunotherapy, bone marrow transplantation and occupational diseases—all holding great promise for the prevention and care of victims of catastrophic diseases.

A Consultation Service

The expertise of the Medical Center staff is available to private physicians and institutions on behalf of their patients, both here and abroad. A panel representing the various medical disciplines meets regularly to give supplemental counsel on diagnosis and therapy. This service, like all other programs at the City of Hope, is provided without charge.

In addition, this Consultation Service speeds the findings of the City of Hope staff into the hands of those who can apply them directly.

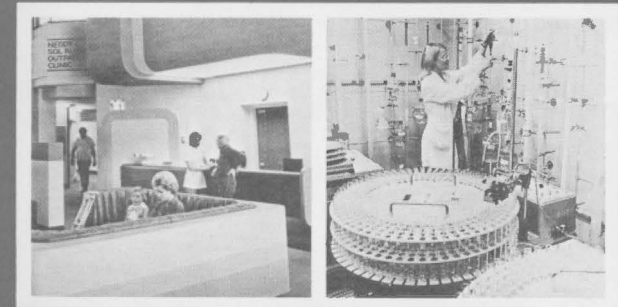
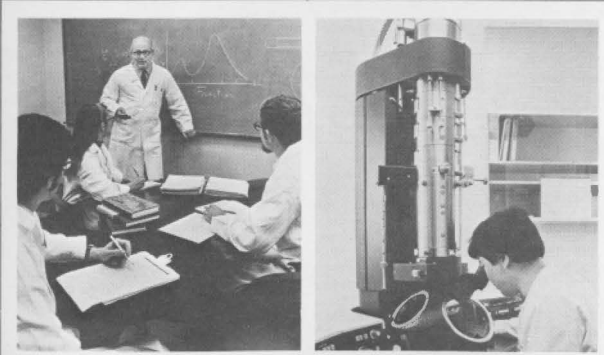
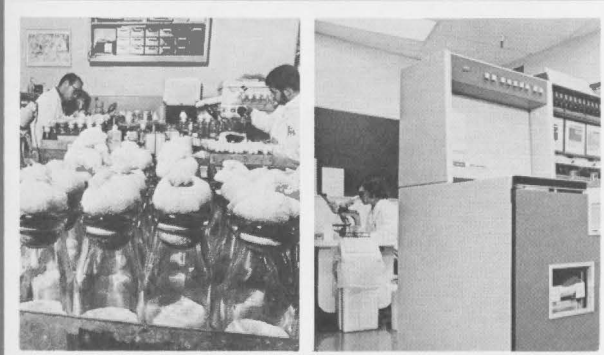
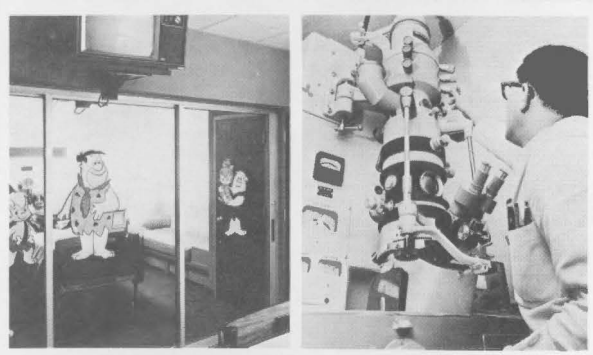
A Nationwide Support Structure

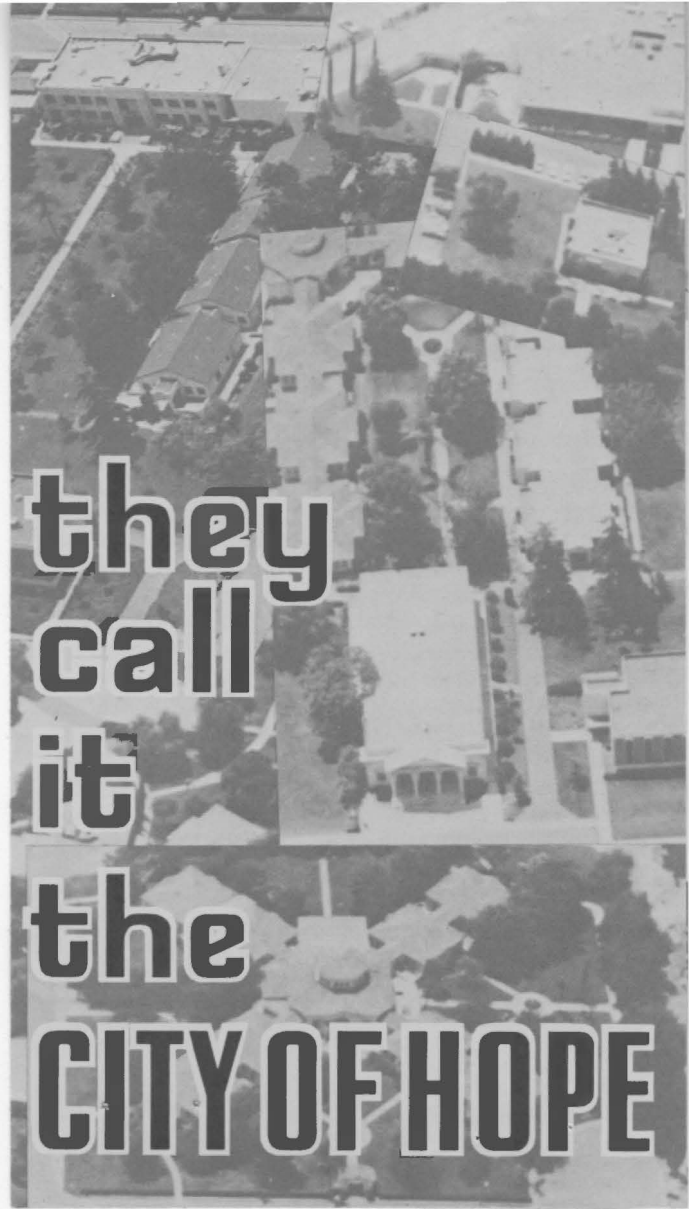
All this is possible because the City of Hope enjoys support from all segments of the American people. In hundreds of cities throughout

the nation, chartered chapters, industry associations, unions, professional societies, civic and community organizations, support this Medical Center, furthering its goal to pilot in health and humanism. Its annual budget, which ranges between \$25,000,000 and \$30,000,000, is made possible by the generosity and endeavors of many hands, minds, and hearts in all parts of our land.

City of Hope programs have a universal, qualitative and original impact on human well-being. They are an attempt to translate into action the nation's highest ideals—love of one's fellowman, the sense of mutual responsibility, an abiding respect for life and a desire to enrich and enlarge it.

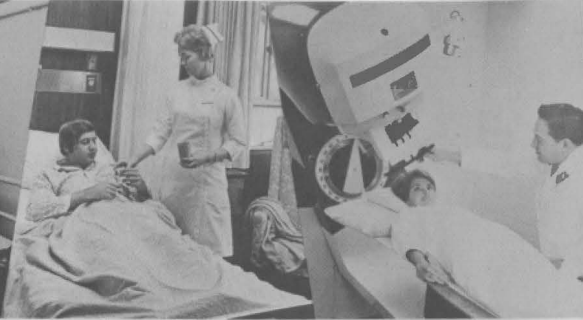
Our willingness to help each other is the answer to cynicism, indifference and intolerance. The City of Hope believes that the measure of a society is not how high it rises in steel and concrete but how it bends in concern and help for those in need.





**they
call
it**

**the
CITY OF HOPE**



When the diagnosis is catastrophic disease . . . when a patient's world comes tumbling down . . . the first "prescription" is Hope. That's why the free and nonsectarian City of Hope sustains an abiding philosophy of concern and compassion — just one aspect of this Pilot Medical Center's pioneering in personalized patient comfort and morale while providing medical and hospital care of unsurpassed quality.

For the City of Hope is first of all, a *specialized* National Medical Center concerned with the major diseases of our times — catastrophic physically . . . emotionally . . . financially . . . cancer and leukemia, heart, blood and respiratory afflictions, diabetes and other maladies of heredity and metabolism . . . and basic studies in lupus, Huntington's disease, genetics and the neurosciences. Its Consultation Service is also available at no cost to doctors and hospitals throughout the nation, regarding diagnosis and treatment of their

patients.

Many hundreds of original findings and discoveries have emerged from its staff and laboratories in recent years to relieve pain, prolong life and effect cures. As a "think tank" for other hospitals, the City of Hope seeks improvements in the quality, quantity, economy and efficiency in the delivery of health care.

To meet accelerating needs, this center of healing and research, with an annual operating budget of \$21 million, requires an additional \$10,005,000 for new buildings, new programs, new facilities, and new equipment. Yes, "Prescription Hope" is indeed renewed here each and every day — with *your* generous help!

The unique role of the City of Hope as a Pilot Medical Center is one of seeking to influence medicine and science everywhere. Its impact is universal, qualitative and original — a boon to all mankind.

That's why they call it the City of Hope!





CITY OF HOPE
A PILOT MEDICAL CENTER

Free • Nonsectarian • National

Contributions are tax deductible.



THE CITY OF HOPE STORY

Honored by the American Revolution Bicentennial Administration for its achievements as a National Pilot Medical Center, the City of Hope was founded in 1913 and now encompasses 40 buildings on 93 acres. It is the only medical and research center among the 200 locales nationwide selected by the American Bicentennial as special places to visit during 1976. Its ultramodern facilities provide completely free and personalized care of unsurpassed quality for patients from throughout the nation suffering from the catastrophic maladies -- cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism. The City of Hope has pioneered in programs stressing psychosomatic approaches, personalization of patient care, and family-centered medicine. A consultation service is available at no cost to doctors and hospitals regarding the diagnosis and treatment of their patients. The City of Hope, as a Pilot Medical Center, seeks to influence medicine and science everywhere. Hundreds of discoveries have emerged from its laboratories in its efforts to relieve pain, prolong life and effect cures in the catastrophic diseases it treats, as well as in lupus, Huntington's disease, genetics and the neurosciences. As a think tank for other hospitals, the City of Hope seeks improvements in quality, quantity, economy and efficiency in the delivery of health care. Contributions from the public in every part of the nation are the primary support for an annual operating budget of more than \$25 million and a longer range "New Horizons" building program of \$28.5 million. The unique role of the City of Hope is one of piloting in health and in a humane way of life ... for America and the world.

###

SERVING AMERICA...

...SUPPORTED BY AMERICA

A Unique Phenomenon on the American Scene

Begun in 1913 in two tents, the world-renowned City of Hope National Medical Center is dedicated to patient care, research and medical education in catastrophic diseases. An outstanding staff of physicians and scientists works on a full-time basis in an ultramodern complex of hospitals and laboratories housed in some forty buildings on ninety acres.

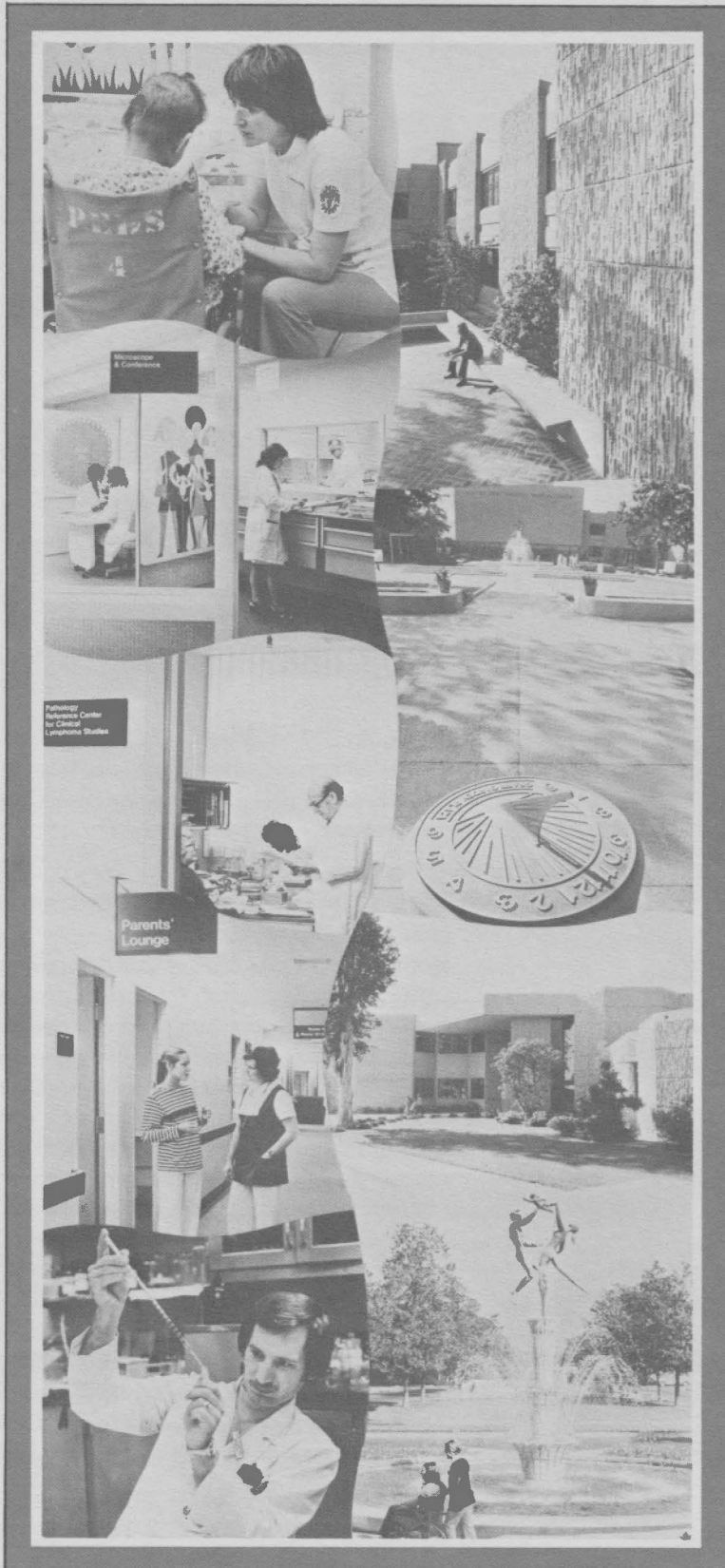
A Hospital With A Soul

The unsurpassed quality of care at the City of Hope, rendered in loving kindness and preserving the human dignity of patients, has earned it a well-deserved reputation as a model hospital. Its personalized treatment is made available without charge to those suffering from the crippling and killer ailments—cancer and leukemia; heart, blood, and respiratory maladies; diabetes and other hereditary and metabolic disorders.

The City of Hope has pioneered in psychosomatic approaches, treatment of the patient as a whole person, and family-centered medicine.

A Think Tank For Hospitals

Because its procedures and findings are applied in hospitals throughout the country and world, the City of Hope has been called a "hospital without walls" and a "Hospital's hospital." This reflects its acceptance of a unique



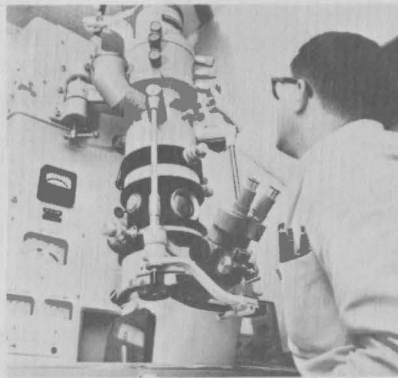
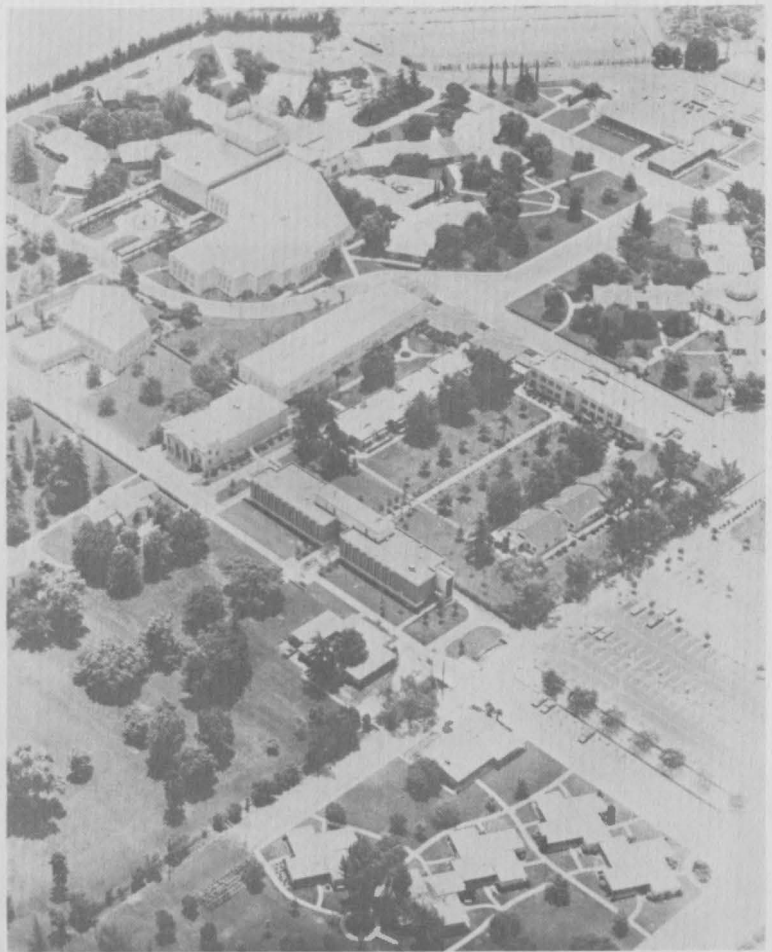
responsibility, not only for patients coming to its doors, but for those who come to medical institutions everywhere.

City of Hope task forces study all phases of hospital functioning for the purpose of developing more progressive, more economical, more efficient, and more satisfying methods of treatment.

In the mounting health crisis, The City of Hope has pioneered in showing hospitals how to: reduce operating costs; alleviate personnel shortages; eliminate medication errors; provide more advanced outpatient facilities and home treatment; increase patient safety and inclusion of the family in the treatment process within the hospital environment.

A Pilot Medical Center

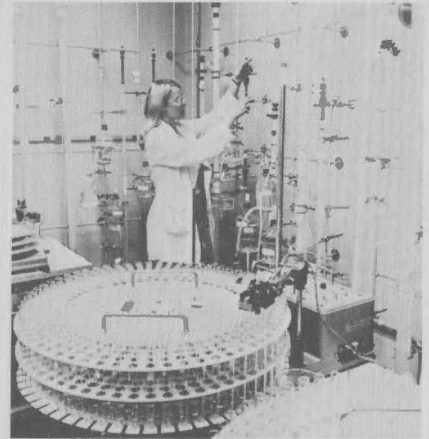
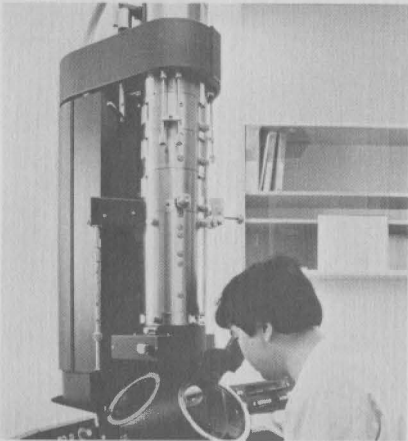
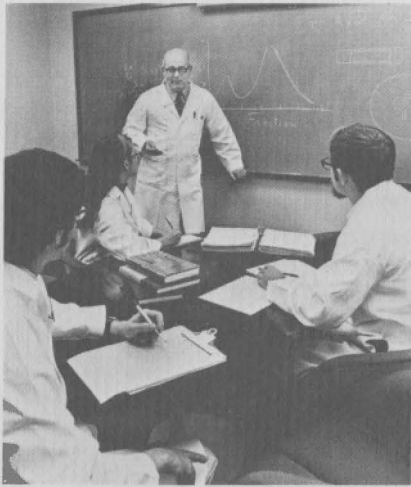
To relieve pain and prolong life are the major goals of the City of Hope. Hundreds of discoveries have come from its staff, unceasingly probing the mysteries of life, seeking methods of diagnosis, treatment, and prevention of cruel ailments. Publications in professional journals; presentations at national and



international conferences, and recognition by governmental and private agencies have influenced medical practice and scientific endeavors everywhere.

Illustrative of City of Hope "firsts" are new medical instruments such as the streamlined cobalt "bomb" for cancer therapy—the sphygmocorder for diagnosis of heart conditions—innovative diagnostic tests for hereditary diseases in newborn babies, for blindness and cataracts in youngsters, and for emphysema in adults—new and more effective procedures in surgery, radiation, and chemotherapy—fresh findings on the workings of the immune mechanism, which are now undergoing field trials.

Through research, the hand of hope can be extended to the millions who are threatened, or who are actually suffering, the ravages of the many diseases treated by the City of Hope ... as well as in investigations in genetics, neuroscience, lupus, Huntington's chorea, epilepsy, etc. New projects are inaugurated regularly, the most recent being in cancer immunotherapy, bone marrow transplantation



and occupational diseases—all holding great promise for the prevention and care of victims of catastrophic diseases.

A Consultation Service

The expertise of the Medical Center staff is available to private physicians and institutions on behalf of their patients, both here and abroad. A panel representing the various medical disciplines meets regularly to give supplemental counsel on diagnosis and therapy. This service, like all other programs at the City of Hope, is provided without charge.

In addition, this Consultation Service speeds the findings of the City of Hope staff into the hands of those who can apply them directly.

A Nationwide Support Structure

All this is possible because the City of Hope enjoys support from all segments of the American people. In hundreds of cities throughout

the nation, chartered chapters, industry associations, unions, professional societies, civic and community organizations, support this Medical Center, furthering its goal to pilot in health and humanism. Its annual budget, which ranges between \$25,000,000 and \$30,000,000, is made possible by the generosity and endeavors of many hands, minds, and hearts in all parts of our land.

City of Hope programs have a universal, qualitative and original impact on human well-being. They are an attempt to translate into action the nation's highest ideals—love of one's fellowman, the sense of mutual responsibility, an abiding respect for life and a desire to enrich and enlarge it.

Our willingness to help each other is the answer to cynicism, indifference and intolerance. The City of Hope believes that the measure of a society is not how high it rises in steel and concrete but how it bends in concern and help for those in need.

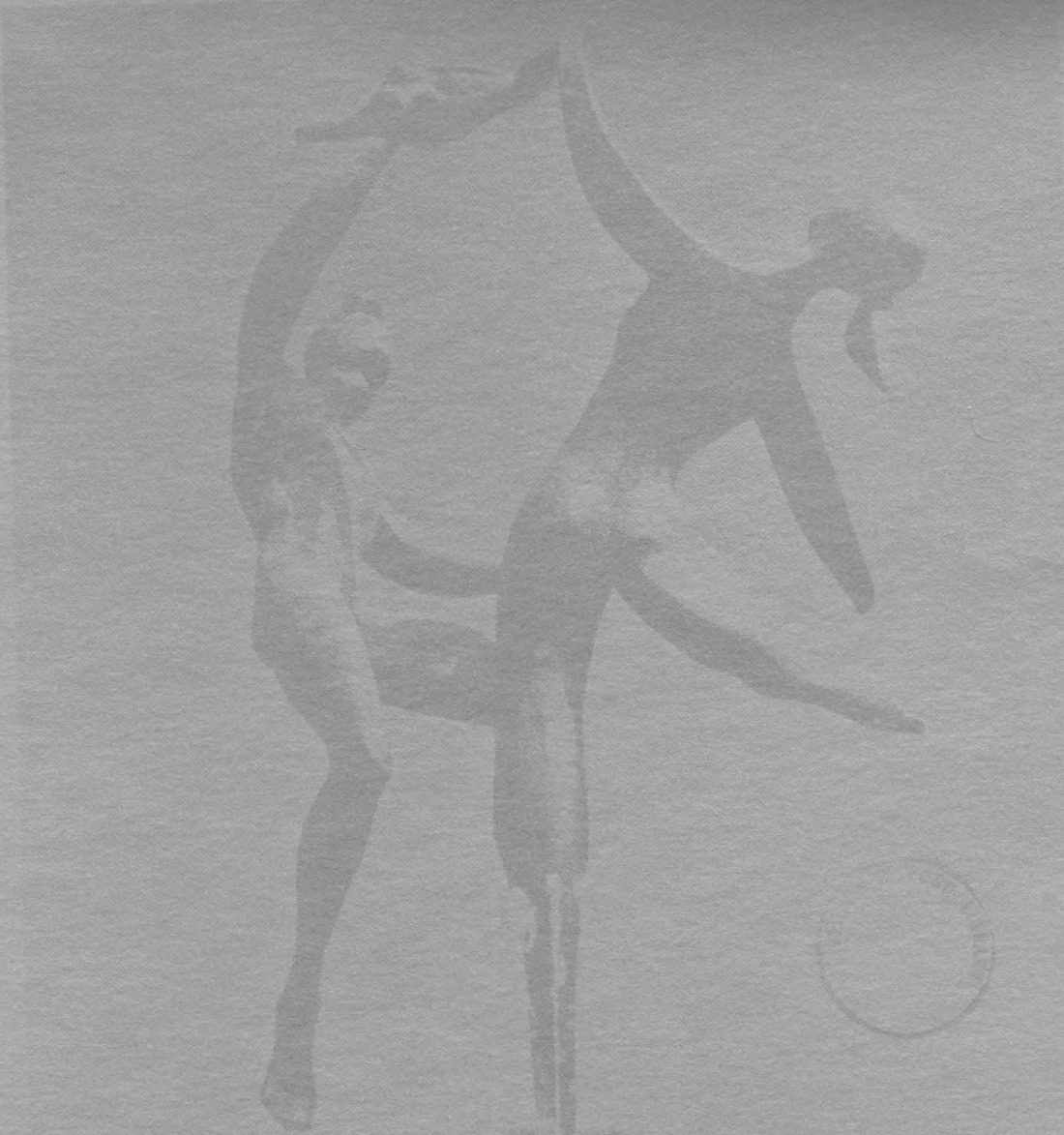
"There is no such thing as an incurable disease...only diseases for which no cure has yet been found."

-Dr. Simon Baruch
Early American Physician



CITY OF HOPE





500 Club City of Hope
Silver Anniversary

Silver Anniversary

Women's Luncheon

Wednesday, October 20, 1976

FASHIONS PRESENTED BY

Luis Estévez

Commentary by Johnny Magnus

Fashion Co-ordinator — Carol Slavin

Slides Courtesy of The White House



Silver Spirit of Life Award to The First Lady, Betty Ford, on the occasion of the 500 Club for the City of Hope's 25th Anniversary Luncheon, for her contribution to the Spirit of American life.

October 20, 1976

DOOR PRIZES

The following prizes are given at random and are not offered in the same order as listed. We sincerely thank each of the donors whose gifts arrived too late for publication. Please note: In deference to the generosity of donors, gifts are not exchangeable.

Picture	Golden State Pictures	\$25 Gift Certificate	The Great American Food & Beverage Co.
\$25 Gift Certificate	Marvin Hime & Co.	Free Passes	Busch Gardens
Man's Shirt	Eric Ross & Co.	Bowling Ball	Tropicana Lanes
Silver Candy Dish	Anonymous	Free Passes	Mayfair Music Hall
Juliette Manicure	By Judi Redkin	King Size Sheets	Anonymous
Redkin Gift Pack	Redkin	Baby Infant Seat	Questar Baby Line
Butterfly Necklace	Anonymous	Bowling Bag	Tropicana Lanes
Silk Flower Arrangement	Renee's Flowers	Woman's Clothing	The Forrest of Skunko City
Ladies Hostess Gown	Anonymous	Royal Jade by Beams	Bottle Bin Liquors
Decorator Pillow	Dimensions West	Pedicure by Julie	Hair Place
Book	Hunter's Books	Omelette Cooking Set	The Kitchen Cookery Store
Costume Beads	Anonymous	Musical Records	Anonymous
\$20 Gift Certificate	Saks Fifth Ave.	Vase	Deco-Brass Inc.
Redkin Gift Pack	Redkin	Framed Pastel	Mittry's Art Gallery
Wine Making Kit	Anonymous	Needlepoint Book	Needlepoint Patch
Hors d'oeuvres' Tray	The Parthenon	Gurney's Calendar	Branbury Book Shop
Relish Tray	Gingham Garden	Framed Rockwell Print	Lori's Art Gallery
Ice Bucket	The Glass Menagerie	Blouse	Leonard's Fashion Fair
Box of Chocolates	Kron Chocolates	Kelly Door Klozer	Kelly Klozer
Revere Ware Measuring Cup	Len Narvey	Ladies' Tennis Shoes	Slattery's
12K Gold Filled Pin	Anonymous	Hair Style by Debbie	MJF Salon
Book	Encino Book Shop	Manicure by Joannie	MJF Salon
Wall Plaque	Apcars	2 Passes	Disneyland
Marble Pedestal	Anonymous	2 Dinners	Ho Toys
Coffee Mugs	World Coffees	Gift Certificate	Fireside Inn
Ash Tray	The Gift House	2 Passes	Sea World
Sweater	Importique	Dinner for Two	Galpin's Horseless Carriage
Blouse	Barlo's	Gift Certificate	Net Set
Ice Bucket	Anonymous	Needlepoint Kit	My Sister & Eye
Gift Certificate	Ames	Dinner for Two	Karo's
Plant	Culver City Flowers	14K Gold Filled Pen	The Shopper
Dinner for Two	House of Yee, Encino	Gold Tiger's Eye Necklace	Gold Rush Jewelers
Purse	Phillips Bootery	Planter Dish	Anonymous
Gift Certificate	LA, Marchesa Beauty Salon	Italian Ash Tray	Edwards of 5th Ave. Ltd.
Dinner for Two	El Torito Restaurant	Man's Tie	Murlis'
Exercise Stretch Blouses	Anonymous	\$25 Gift Certificate	H. B. Burnett
\$35 Sunglasses	Anonymous	Complimentary Passes	Century Cinema Circuit
Hair Styling by Mickey	Cassandra 2000	Shoe Shine Kit	Richman Bros. Co.
Pedicure	Magic Shears	Two Tickets	Movieland Wax Museum
Beauty Supplies	Len-Ron Beauty Supplies	Dinner for Two	Mr. H. Room, Beverly Hilton
Long Dress	Regal Lady	Gift	Bullock's Wilshire, L.A.
\$10 Gift Certificate	Ames Ladies Wear,	\$12 Gift Certificate	Sportsman's Lodge
	Culver Center	\$10 Gift Certificate	Home Silk Shop
Manicure	Fingers Etc.	Four Passes	Pat Collins' Club
Cut Coin Necklace	Jerry Kritzman Gift Creations	Pepper Mill Set	Plaza West Pharmacy
Pacific Theatre Passes		\$10 Gas	Phil's Mobil Service
Plant	Green Arrow Nurseries	Bernardo Sandals	Jack and Jill Bootery
Baby Car Seat	Questar Baby Line	Mens Ties	Mr. Blackwells Ties
Compote Dish	Anonymous		

LUNCHEON COMMITTEE

CHAIRWOMAN		CO-CHAIRWOMAN	
Mrs. Herbert Rothner		Mrs. Robert Dennis	
TICKETS AND RESERVATIONS	DOOR-RAFFLE PRIZES	BOUTIQUE	
Mrs. Joe Baron Mrs. Harold Perliter	Mrs. Hugh Aaronson Mrs. Leonard Frankel Mrs. Marshall Finch	Mrs. Herbert Cowan Mrs. Allen Jacobs	
RAFFLE TICKETS	DECORATIONS	HONOR ROLL	
Mrs. Gil Tumin Mrs. Sid Marks	Mrs. Burt Berke Mrs. Howard Brown	Mrs. Charles Feldman Mrs. Manny Weiss	
NON-MEMBER CONTEST	TABLE FAVORS	PHONE COMMITTEE	
Mrs. Leonard Eisenberg	Mrs. Morton Koffman	Mrs. Jerry Davis Mrs. Edward Radow	
AWARDS & STATE GIFTS	PROGRAM	ADVISOR	
Mrs. Sy Maxwell Mrs. Ben Freeman	Mrs. Allyn Rouse Mrs. Selwyn Grant	Mrs. Harry Franken	

Table Favors Courtesy of Nina Ricci

The 500 Club, which was organized 25 years ago, is proud to be recognized among the top five fund-raising groups for the City of Hope throughout the United States.

The stature, growth and accomplishment which has been reached is the personal reward to the Club of knowing that it is contributing to the wonderful humanitarian efforts in the treatment, research and medical education carried on at this free, non-sectarian national medical center.

To you wonderful people who cared enough to attend this function — to you who gave so many lovely gifts so graciously to make our Silver Anniversary outstanding — to all of you, the 500 Club and the City of Hope extends its sincere and heartfelt thanks.

A special expression of appreciation is extended to the hardworking Committee members — to all the women through whose combined efforts the success of this affair is made possible.

ANITA ROTHNER, Chairwoman

RAFFLE GIFTS

GOWN	WORLD WIDE IMPORTS
SKI WEEKEND IN MAMMOUTH	DAPPER DAN SKI TOURS
BLUE FLOWERED AXMINSTER AREA RUG	MISSION CARPETS
THREE DAY/TWO NIGHT STAY FOR TWO	SHOWBOAT HOTEL, LAS VEGAS, NEVADA
LINGERIE	LUCI ANN
BULOVA WATCH	BARRY'S-LEROY'S JEWELERS, LOS ANGELES
14K GOLD BRACELET	RICHARD A. SCHATZ CO.
BLACK SWEATER & SKIRT, SIZE 10	LISA'S FASHIONS
ORIGINAL PAINTING	FRED BONN
BROWN PANT SUIT, SIZE 10	NORMAN TODD
14K GOLD EAR CUBES	NOVA STYLING INC.
BEIGE WOOL SHORT COAT	MR. HERBERT COATS
RED ALL PURPOSE COAT	WINETT COAT CO.
CACHE POT	LONDON'S LAIR
14K GOLD NECKLACE	SCORPIO'S LTD.
WOMAN'S LEATHER JACKET	WILSON'S HOUSE OF SUEDE
ONE DAY OF BEAUTY FOR THE NEW YOU	AIDA GREY
SIX FACIALS & MAKE UP	GEORGETTE KLINGER
DENIM JACKET	WORLD WIDE IMPORTS
\$50.00 GIFT CERTIFICATE	HIGHLAND SPRINGS' RESORT
\$50.00 GIFT CERTIFICATE	AMES LADIES WEAR, CENTURY CITY

BONUS GIFTS

\$250.00 DESIGNERS GOWN	LUIS ESTEVEZ
KING SIZE WOVEN SPREAD	INDIA HANDLOOM CO. LTD.
CUSTOM DESIGN NOVELTY LAMP	NEO-ART CO.
GOLD AND OPAL RING	LEW KLEIN DIAMONDS
24K INFINITY CHAIN	GOLD PATCH
NEO-ART INFINITY MIRROR	NEO-ART CO.
GOLD COCKTAIL RING, WITH SAPPHIRES & DIAMONDS	KAZANJIAN JEWELERS
14K GOLD PEARL AND OPAL RING	LLOYD'S JEWELERS
14K GOLD RING	TERRELL & ZIMMERMAN
COMPLIMENTARY WEEKEND FOR TWO	RIVIERA HOTEL, PALM SPRINGS
WHITE JADE NECKLACE	CALIF. JEWELSMITHS, BEVERLY HILLS

NON-MEMBERS GIFT

(A separate drawing in appreciation for the sale of luncheon reserv. by our many friends)

CALCULATOR	CAMERA SHOW
14K GOLD BRACELET	CASSOL'S JEWELERS
CRYSTAL VASE	ALYN'S STATIONERS
PICTURE	PAINTINGS OF THE WORLD

MEMBER'S INCENTIVE CLOCK CONTEST

PATCHWORK HANDBAG	RAE WELLS
HANDBAG	MAXSON'S DRUGS

SILVER ANNIVERSARY HONOR ROLL OF DONORS

VERY SPECIAL SPONSORS

Tony Felger
Francis Maier

Phil Singer
Zeidler & Zeidler, Ltd.

FIRST ANNUAL FUND

HOPE

Lucie Ann
Beverly Hills, Ca.

T. D. Michael
Los Angeles, Ca.

SPIRIT

Mrs. Paulina I. Nolan-Ackerman
Burbank, Ca.
Mrs. Winston W. Crouch
Pacific Palisades, Ca.

Lady West-Set
Los Angeles, Ca.
Mary Elizabeth Norton

FIRST LADIES' TRIBUTES TO THE FIRST LADY

Gov. & Mrs. Jay Hammond — Alaska
Gov. & Mrs. Raul Castro — Arizona
Gov. Ella T. Grasso — Connecticut
Gov. & Mrs. George Busbee — Georgia
Gov. & Mrs. Otis R. Bowen — Indiana
Gov. & Mrs. Robert F. Bennett — Kansas
Gov. & Mrs. Marvin Mandel — Maryland
Gov. & Mrs. William Milliken — Michigan
Gov. & Mrs. Wendell R. Anderson — Minnesota
Gov. & Mrs. Thomas L. Judge — Montana

Gov. & Mrs. Meldrim Thomson, Jr. —
New Hampshire
Gov. & Mrs. James E. Holshouser, Jr. —
North Carolina
Gov. & Mrs. Milton Shapp — Pennsylvania
Gov. & Mrs. James P. Edwards — South Carolina
Gov. & Mrs. Thomas P. Salmon — Vermont
Gov. & Mrs. Patrick J. Lucey — Wisconsin
Gov. & Mrs. Ed Herschler — Wyoming

We sincerely thank each of the donors whose gifts arrived too late for publication.

DANIEL W TENNANT
3235 DOS PALOS DR
LOS ANGELES CA 90068

western union Mailgram



2-016152E285 10/11/76 ICS IPMRNCZ CSP WSHB
2138745301 MGM TDRN LOS ANGELES CA 179 10-11 1211P EST

*213.359.8111
Rudi*

SHEILA WEIDENFELD, PRESS SECRETARY TO MRS
FORD
WHITE HOUSE
WASHINGTON DC 20500

THESE ARE SOME OF THE THOUGHTS I HAD ABOUT MRS FORD IN RELATION TO
SLIDE MATERIALS -

.SHE HAS BROUGHT WARMTH INTO THE WHITE HOUSE SHE IS VERY CREATIVE E.G.
HER IDEA OF MIXING OLD CHINA FROM PREVIOUS ADMINISTRATIONS - THE USE OF
ROUND TABLES AND HER TASTE IN SELECTING DAVID JONES TO ASSIST IN TABLE
DECORATIONS

SHE HAS A GREAT DEAL OF PERSONAL STYLE AND SHE HAS ENOUGH CONFIDENCE IN
HERSELF TO SUPPORT AMERICAN DESIGN

.BELIEVE SHE REFLECTS THE MOOD OF THE COUNTRY E.G. SHE HAS THE COURAGE
TO BE HERSELF AND TO SPEAK OUT ON ISSUES

.SHE HAS SET STANDARDS - SHE DOESN'T FOLLOW OTHERS

.BELIEVE SHE IS ONE OF THE MOST ADMIRED FIRST LADIES - PEOPLE RESPECT
HER

.PEOPLE WANT SOMEONE IN WHITE HOUSE THAT THEY CAN LOOK UP TOO - SHE IS
IT - SHE EPITOMIZES WHAT AMERICAN WOMEN WANT TO BE

.SHE EMBODIES SPIRIT OF MOTHERHOOD HER CHILDREN ARE INDEPENDENT AND
TYPICAL OF ABOVE AVERAGE YOUNG PEOPLE THROUGHOUT THE COUNTRY

.OBVIOUS THAT SHE AND MR FORD ARE COMFORTABLE IN THEIR RELATIONSHIP AND
HAVE MUTUAL RESPECT

CAROL SLAVIN

12:12 EST

MGMCOMP MGM





Western Union Mailgram

DANIEL W. THOMAS
3535 ODE ROAD
LOS ANGELES, CA 90008

1138742301 MGN TRN LOS ANGELES CA 179 10-11 1511P EST
35-01152588 1011776 1CS 1PNNCS CSR WSHB

03-257-7111
Lynn

SHEILA WEIDENFELD, PRESS SECRETARY TO MRS
FORD
WHITE HOUSE
WASHINGTON DC 20500

THESE ARE SOME OF THE THOUGHTS I HAD ABOUT MRS FORD IN RELATION TO
SLIDE MATE: NIGHT: DAY OR NIGHT, PHONE WESTERN UNION ANY TIME, DAY OR NIGHT: MAILGRAM TO REPLY BY MAILGRAM,

FOR YOUR LOCAL NUMBER, SEE THE WHITE PAGES
SHE HAS BROUGHT WARMTH AND HER TASTE IN DECORATIONS TO ASSIST IN TABLE
HER IDEA OF MIXING OLD CHINA FROM PREVIOUS ADMINISTRATIONS - THE USE OF
ROUND TABLES AND HER TASTE IN DECORATIONS TO ASSIST IN TABLE

OF YOUR TELEPHONE DIRECTORY

SHE HAS A GREAT DEAL OF PERSONAL STYLE AND SHE HAS ENOUGH CONFIDENCE IN
HERSELF TO SUPPORT AMERICAN DESIGN OR

BELIEVE SHE REFLECTS THE M... DIAL (TOLL FREE) 800-257-2241
TO BE HERSELF AND TO SPEAK OUT ON ISSUES

(EXCEPT IN NEW JERSEY 800-632-2271)

SHE HAS SET STANDARDS - SHE DOESN'T FOLLOW OTHERS
BELIEVE SHE IS ONE OF THE MOST ADMIRED FIRST LADIES - PEOPLE RESPECT
OR DIAL WESTERN UNION'S INFOMASTER SYSTEM DIRECTLY:

IT - SHE EPITOMIZES WHAT AMERICAN WOMEN WANT TO BE
FROM TELÉX MR. XÉDÉX . . . 1212 420 910 . . . IN SOMEONE . . . FROM ITWX . . . 1916 . . . THEY CAN . . . FROM THE IS

SHE EMBODIES SPIRIT OF MOTHERHOOD HER CHILDREN ARE INDEPENDENT AND
TYPICAL OF ABOVE AVERAGE YOUNG PEOPLE THROUGHOUT THE COUNTRY
OBVIOUS THAT SHE AND MR FORD ARE COMFORTABLE IN THEIR RELATIONSHIP AND
HAVE MUTUAL RESPECT

CAROL BLAVIN
15115 EST
MGNCOMP MGN



For Immediate Release
Wednesday, October 13, 1976

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

Mrs. Ford will attend the 25th Anniversary Women's luncheon of the 500 Club for the City of Hope National Medical Center Wednesday, October 20th, at the Beverly Hilton Hotel in Beverly Hills, California.

The City of Hope National Medical Center in Los Angeles is a free, nonsectarian medical and research center for the catastrophic diseases, including cancer, heart diseases and diabetes. The 500 Club, with some 530 National chapters, is one of the major support auxiliaries for the center.

At the luncheon, Mrs. Ford will be presented the "Silver Spirit of Life" Award, the top honor awarded by the Center.

M.E. Hersch, City of Hope president, said: "We are honoring Mrs. Ford for her many contributions to furthering the spirit of American life. She embodies the spirit, courage and determination which are so much a part of our country."

#

INT REP

Don Brennan ABC N.Y. 213-663-3311 X-2111
Chan 7 News w/ Jerry Murphy



Sally

THE WHITE HOUSE

WASHINGTON

October 8, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER

As you know, Mrs. Ford has accepted the invitation from the City of Hope National Medical Center in Los Angeles to accept the Silver Spirit of Life Award, given by the 500 Club at the City of Hope. She will attend their luncheon on Wednesday, October 20th.

She will depart from Washington the preceding day and the City of Hope will begin a four-day trip for her. The City of Hope file is attached.

Thank you.

- c: BF Staff
- Red Cavaney
- William Nicholson
- Jerry Jones
- Terry O'Donnell
- Max Friedersdorf
- Steve McConahey
- Sarah Massengale
- Jim Field
- Jim Baker
- Stu Spencer
- Elly Peterson
- Bill Greener III
- Jud Summer
- Rex Scouten
- Staircase



CITY OF HOPE

M. E. HERSCH, PRESIDENT • BEN HOROWITZ, EXECUTIVE DIRECTOR - SECRETARY
NATIONAL OFFICE • 208 WEST 8TH STREET, LOS ANGELES, CA 90014 • (213) 626-4611

August 11, 1976

BOARD OF DIRECTORS
HONORARY PRESIDENTS
Victor M. Carter
Emanuel H. Fineman
Judge Lester W. Roth
Percy Solotoy
Louis Tabak

VICE PRESIDENTS
Judge Bernard S. Selber, First
George Arkin
Isadore Familian
Irving Goldman
Donald B. Gomes
Zelda Platt
Leonard Schaffner
Arthur W. Weiss

TREASURER
Jerry Godel
FINANCIAL SECRETARY
Samuel I. Simons
RECORDING SECRETARY
Lee Graff

Harvey Angell
Ernest Auerbach
Leonard Barban
Joseph Baron
Morley Benjamin
Alexander L. Berg
Harricette L. Bershaw, Honorary
Irwin Bertin
Abraham S. Bolsky
Roger Boyar
Harry N. Brodsky
Selma Cooper, Honorary
Albert Dershwitz
Nathan Ehrlich
Eric Flagg
Lillian K. Forman, Honorary
Bennett Frankel
Nathan Freedman
Leon Frieden
Joel M. Friedman
Joseph Friedman
Louis R. Friedman, Honorary
Helen Galland
Irving Geldin
Ben Goldberg, Honorary
Jack L. Goldberg, Honorary
Harry L. Guss
Charles Howard
Allen D. Jacobs
Saul Kleinrock
Herman Kranz, Honorary
Ed Kraus, Honorary
Alvin Lesser
Meyer Luskin
Melvin H. Malat
David Marks
Melvin Nader
Samuel Otto, Honorary
Bess Tubin Plasky
Marvin Robman, Honorary
Fred Rosen
Terry Rosen
Elliott S. Rosman
I. Bob Roth
Rhoda G. Rothenberg
Arlene Sachs
Lorraine Schubiner
Sarah Schutzbank, Honorary
Ben Seewack
Larry Seewack
Maurice Shecter
Bernard J. Siegel
William D. Spector
William Stark
Roberta Stern
Oscar Tepper
Leonard Weil
Cecilia G. Weinstein
Meyer Weintraub, Honorary
Charles S. Zimmerman

Mrs. Betty Ford
The White House
1600 Pennsylvania Avenue
Washington, D. C.

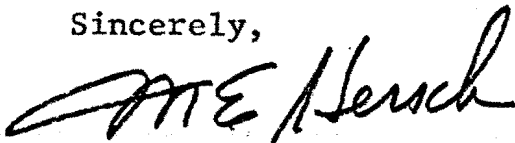
Dear Mrs. Ford:

We are delighted that you are considering the acceptance of the Silver Spirit of Life Award on October 20, 1976. Certainly, as I informed your press secretary on the phone today, we understand the complexity of your schedule and are more than willing to wait until you are certain of your availability.

Of course, if you could be present to actually accept the award, it would be such an honor to the more than a thousand women who will be in attendance at the luncheon. Certainly, the fashion show which will be presented by Mr. Estevez will be a brilliant highlight but it would be so much brighter with you present.

I know that you will do your best to schedule this event and we are deeply indebted that, among your busy activities, you are able to even consider our invitation.

Sincerely,



M. E. Hersch
President
City of Hope

MEH:rc

EXECUTIVE MEDICAL DIRECTOR
Rachmil Levine, M.D.
ASSISTANT MEDICAL DIRECTOR
Merrill L. Jacobs, M.D.
MED. CENTER ADMINISTRATOR
Robert M. Sloane

EXECUTIVE STAFF
CONTROLLER
Maudie Goldetsky
EXECUTIVE CONSULTANT
Mary Egan
DIRECTOR, PUBLIC RELATIONS
Sydney J. Keith
DIR. AUXILIARIES COMMUNITY
RELATIONS Joseph C. Lipsert
ADMINISTRATIVE DIRECTOR
Gerald Rubin

Free ... National ... Nonsectarian





DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

OFFICE OF THE SECRETARY

WASHINGTON, D.C. 20201

AUG 5 1976

MEMORANDUM FOR THE HONORABLE SARAH MASSENGALE

This is in response to your request of July 26 asking for an assessment of the City of Hope National Medical Center, and the merits of Mrs. Ford's accepting the Silver Spirit of Life Award from the 500 Club for the City of Hope.

The City of Hope National Medical Center is an outstanding, nonprofit research and treatment center for cancer, heart disease, diabetes, epilepsy, muscular dystrophy, and many other severe illnesses. All patients at the Center are treated without charge. Many of the patients are children.

The 500 Club, which has been in existence for 25 years, is a supporting group for the City of Hope.

In fiscal year 1975, the National Institutes of Health awarded \$2,444,500 for 35 research grants at the City of Hope, as well as \$294,519 for 3 research contracts.

If Mrs. Ford chooses to attend the 500 Club's Silver Anniversary Luncheon and to accept their Silver Spirit of Life Award, it will be with the recommendation of the Department.

Michael J. Licata
Executive Secretary
to the Department

THE WHITE HOUSE

WASHINGTON

July 26, 1976

MEMORANDUM FOR: MICHAEL LICATA
FROM: SARAH MASSENGALE
SUBJECT: City of Hope National
Medical Center

Mrs. Ford has received an invitation from the City of Hope National Medical Center to receive the Silver Spirit of Life Award for her many contributions.

We would appreciate having your assessment of the organization and the merits of her accepting the award.

Thanks.

July 23, 1976

MEMORANDUM TO: SARAH MASSENGALE

FROM: SUSAN PORTER

May I have your assessment of the attached invitation to Mrs. Ford of the City of Hope itself and the merits of her accepting their award?

Thank you.



July 14, 1976

Dear Mr. Hersch,

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

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mr. Meyer E. Hersch
President
The City of Hope
Board of Trustees
208 West 8th Street
Los Angeles, California 90014

SP/ph

c: BF Pending to Consider (October 20, 1976, Beverly Hills, CA)



City of Hope Board of Trustees

208 W. Eighth Street — Los Angeles, California 90014 — (213) 626-4611

Chairman HON. DONALD H. "PAT" BROWN

Executive Secretary LAWRENCE H. CASPER

Vice Chairman MORLEY BENJAMIN A. G. HANDSCHUMACHER BARRON HILTON EDWARD L. JOHNSON SAMUEL P. KROWN

Financial Secretary COL. JOHN O. GOTTLIEB

Treasurer ROSS K. O'LENO

Secretary A. R. GALLOS

Executive Committee ROBERT S. BELL HARRY BLACKMAN ELI BROAD RALPH CARSON DONALD B. GOMES HERBERT L. GRANN ELLIOT HANDLER R. M. HOLMES DR. HERMAN H. KAYE EDWARD MARKS RICHARD M. MOCK EDWARD A. MURPHY RICHARD RALPHS WILLIAM E. ROBERTS EDWARD RUBIN SANDOR SIGOFF PERCY SOLOTOY RICHARD M. STUTE PAUL E. SULLIVAN WILLIAM WEINBERG ROBERT S. WEST

Trustees BURTON N. ARNDS, JR. DR. WM. F. BALLHAUS TOM BANE ARTHUR J. BARENS HERBERT M. BAUS WILLIAM B. BERGEN J. W. BERNARD STANLEY BLACK R. T. BLOOMBERG ABRAHAM BOLSKOY THORNTON F. BRADSHAW EDMUND C. BUNKER HAROLD BUTLER VICTOR M. CARTER BILLY CASPER ALEX COLMAN

HON. DONALD B. CONSTINE JACK KENT COOK DAVRE J. DAVIDSON ROY O. DAY PETER DEWETTER ROBERT S. DICKERMAN STEPHEN N. DONAHOE LT. GEN. JAMES H. DOOLITTLE U.S.A.F. (RET.) ALBERT A. DORMAN ISADORE FAMILIAN CARL FISHER ROBERT L. FLYNNE MRS. HOWARD M. FOX LEONARD FRANKEL BEN FRIEDMAN JOEL M. FRIEDMAN DR. NORMAN E. FRIEDMANN H. KEITH GADE EARL GAGOSIAN MARK M. GALLON RICHARD W. GAY HENRY GLUCK JERRY M. GOLDEN IRVING GRAFF T. E. ED. GREENSTREET ARTHUR GROBART HARRY GROMAN MATTHEW J. GUGLIEMO WILLIAM K. GUMPERT WILLIAM P. HADLEY EDWARD A. HANBURGER FRED L. HARTLEY HAROLD A. HAYTIN JOSEPH HECHT GEORGE L. HECKER R. W. HEMPHILL F. W. HESSE MAX HILL GEORGE HOAG, II BEN HOBERMAN CLAUDE E. HOOTON, JR. JOHN HOPKINS L. A. HYLAND RICHARD A. ISANEZ BRUCE JUEL STANLEY A. KAMEN MAURICE KANTRO NICHAE KANTZLER ARTHUR KARLAN FRANK L. KING EUGENE V. KLEIN MALCOLM C. KLEIN RICHIEY KLINE DONALD A. KOEPPPEL H. I. KODLSBERGEN LESTER S. KORN ALBERT P. KRIVIN SOLLY LAUB BILL LAUGHLIN ROBERT E. LAVERTY J. I. LEVIN ERIC LIDOW HELEN LINDHURST ART LINKLEITER HULSEY S. LOKEY JACKSON F. LOVE ARCHIE W. LUPER E. L. MCNEELY A. J. MALONEY D. L. MARLETT NELSON MILES C. C. MOSELEY R. J. MUNZER JERRY NEMER WILLIAM NORRIS CHARLES S. OFFER SEYMOUR OSTROW SEYMOUR OWENS ISAAC PACHT GEORGE M. PARDEF, JR. THOMAS PATERSON MAXWELL M. PERLBERG ELLSWORTH L. PERRY HERMAN PLATT ROBERT W. PRESCOTT SOL PRICE FRANCIS F. QUITTNER DR. SIMON RAMO J. DONALD RAUTH JAY B. RICH OWEN H. RICHELIEU, JR. WILLIAM V. RITCHIE TED H. ROSENFELD STAN ROSS HARRY ROTH MANUEL F. ROTHBERG SEYMOUR E. ROUFF ADELE M. RUDNICK CARLA RUDNICK WERNER G. SCHARFF RICHARD E. SCHLIDER MAURICE SCHOENHOIZ HON. BERNARD S. SELBER LEONARD SHAN DAVID SHAPPELL NATHAN SHAPPELL ARTHUR H. SHAPIRO ALEX SHUSTIN LOYD C. SIGMON DR. HENRY E. SINGLETON ROBERT F. SIX ERIC L. SMALL MARVIN J. SMALLER DEE SMITH EDWARD D. SOLOMON ROBERT L. SPENCER BURTON S. SPERBER ABRAHAM SPIEGEL R. PARKER SULLIVAN DAVID C. TALICHET, JR. IRVING TERRY LEONARD TURNER JOSEPH S. TUSHINSKY JESS UNRUH JOHN V. VAUGHN ANGELO VENTURELLI C. J. VER HALEN, JR. CHARLES L. VICKERS HARRY J. VOLK RAYMOND A. WATT WILLIAM W. WEIDE LEONARD WEIL DR. A. M. ZAREM WILLIAM B. ZIMMERMAN

President MEYER E. HERSCH
Honorary President EMANUEL H. FINEMAN
Executive Director BEN HOROWITZ

July 7, 1976

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

acknowled. by letter
check file
staff out to Sara M.

Dear Ms. Porter,

Each year, the 500 Club for the City of Hope sponsors a luncheon for the benefit of the free and nonsectarian City of Hope National Medical Center, a leader in patient care, research and education in the catastrophic diseases. This year is a very special luncheon for two reasons: It is the Silver Anniversary Luncheon; and more important, it is the 500 Club's decision to honor Mrs. Ford for her many contributions to the betterment of life with the presentation of the Silver Spirit of Life Award.

The Spirit of Life Award has traditionally been presented to male honorees in the aerospace industry and has never before been presented at the annual luncheon.

The City of Hope would be most honored to have the First Lady as its guest on this special occasion. The Beverly Hilton's International Ballroom, Beverly Hills, has been selected as the site for this event on Wednesday, October 20, 1976. The program will also include a fashion presentation by Luis Estevez.

We would appreciate your advice on this matter at the earliest possible moment.

Sincerely,
M. E. Hersch

M.E. Hersch, President
The City of Hope

1000 PEOPLE luncheon fashion show
Estimate before or after 12:00 noon

cc Sheila Widenfeld, Press Secretary
Nancy Chirdon, Secretary to Mrs. Ford
Carol Slavin, Fashion Coordinator

MEH:cc

November 27, 1974

Dear Mrs. Poyhonen:

Thank you very much for the "Spirit of Life" membership which the members and friends of the City of Hope so generously donated in my name. This special gift is an honor for which I am deeply grateful.

Will you convey to all who so thoughtfully contributed my heartfelt appreciation for this kind expression of concern and friendship. May the City of Hope continue in its fine tradition of selflessly ministering to the ill.

With gratitude and warm best wishes,

Sincerely,

Betty Ford

x
Mrs. Warner Poyhonen
Membership Chairman
* x City of Hope
Gray's Harbor Chapter
Post Office Box 568
Aberdeen, Washington 98520

AH

x
Lipsett, Joseph C.

RECEIVED

NOV 29 1974

SOCIAL FILES

City of Hope National Board of Trustees

208 West Eighth Street—Los Angeles, California 90014—Telephone (213) 626-4611

November 26, 1974

President
PERCY SOLOTOY

Honorary President
EMANUEL H. FINEMAN

Executive Director
BEN HOROWITZ

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

Dear Mrs. Ford:

On behalf of the Board of Directors and the entire City of Hope family, I am delighted to welcome you as a Spirit of Life member.

This Spirit of Life membership has been made possible by Mrs. Warner Poyhonen and the members of the Grays Harbor Chapter of the City of Hope in Aberdeen, Washington.

It may interest you to know that we now have in excess of 500 such chartered auxiliaries and/or chapters located in 208 cities, 29 states and Washington, D.C. comprising a volunteer force of many thousands of men and women from all walks of life. The City of Hope's non-sectarian philosophy is reflected in the interracial and interreligious makeup of our auxiliaries and/or chapters.

The City of Hope, a National Pilot Medical Center, is dedicated to the service of Humanity. Its ultramodern facilities provide free care of unsurpassed quality for patients suffering from cancer and leukemia, heart, blood and respiratory afflictions, diabetes and other disorders of heredity and metabolism. Pioneering programs are pursued in these catastrophic maladies as well as in lupus, Huntington's disease, genetics and the neurosciences. Many hundreds of original findings and discoveries have emerged from its staff and laboratories in recent years in its efforts to relieve pain, prolong life and effect cures. As a "think tank" for other hospitals, the City of Hope seeks improvements in quality, quantity, economy and efficiency in the delivery of health care.

A consultation service is available at no cost to doctors and hospitals regarding the diagnosis and treatment of their patients. Contributions from the public are the primary support for an operating budget of \$23 million and a "New Horizons" building program of \$10,005,000. The unique role of the City of Hope is one of seeking to influence medicine and science...of disseminating its humanist philosophy...throughout America and the world.

man
EDMUND G. "PAT" BROWN
Coast Chairman
KENNETH B. KEATING
utive Secretary
RENCE H. CAFER
es
RT C. ABRAMS
ON R. ARNOLD, JR.
REUBIN O. D. ASKEW
BANE
JAM C. BARTHOLOMAY
BARWICK
OLAS D. BIDDLE
ED J. BLASCO
ICE M. BLINN
RT T. BLOOMBERG
IN BLUMENTHAL
EPHEN BONER
GO J. BOTTNER
RAMLET
BRICKHOUSE
IV BRODSKY
RY BROWN
D R. BRUNSWICK
BRYAN, SR.
F CASPER
CENTER
CHAUNCEY
GEORGE CHRISTOPHER
STIAN CIRCO
RANDOLPH COLLIER
CRAWFORD
AEL DAROFF
S SAMUEL DI FALCO
ARD DORNBUSCH
EHRlich
HELM EITINGER
DRE FAMILIAN
JAM M. FINE
ED J. FLEISCHER
LETCHER
LEY FOSTER
RIEDMAN
GAGSIAN
N GALLAND
JALLOH
RD H. GAUER
G GANNETT
R GETZ
H B. GILLETTE
LEY C. GILLETTE
L. A. GLADIEUX
G GOLDMAN
OLOSTEIN
RON S. GORDON
CK E. GORMAN
EL GREENBERG
L. HARTLEY
HAGGAR
DN HILTON
AM P. HOBBS, JR.
K P. HORLOCK, JR.
HORWITZ
AN OSACKFIDES
Y Z. JAFFE
ER S. JOHNSON
P JUEL
J. J. RAPLAN
LAFAN
ONY C. KARLOS
KAVICH
W. KENNEY
LAPMAN
RT S. KNAPP
M KNOWE
N KROET
LD ANENSKY
C. KUPCINET
FT TODD LANG
JERRY LAWRENCE
JIDOW
INKLETTER
THOMAS C. LYNCH
MER MARCUS
E. MILGRAM
D. MOHN
KICKS
JODELMAN
K ONG
OWENS
J. FASKOW
F. F. PEARSON
EDIAN
ERLING
MIN D. PESSIN
SICE
MON RAMO
JENNINGS RANDOLPH
JALD RAUTH
R READE, JR.
D A. REEWIN
I G. ROBERTS
DON ROBERTS
RUDOLPH M. ROSENTHAL
ROSENZWEIG
USSO
ROLD H. SALKIND
IRLAND SANDERS
N SAPORTA
I. SAPPIS
ORE R. SAYERS
L J. SCHOEN
B. SCHUTZBAK
C. SCURLOCK
N S. SEIGENFELD
ERETAN
HIMP
ELVENBERG
E. SKINNER
M A. SMITH
SOMBERG
PHERIS
M STARK
WANSON
RD L SWIG
S SYLK
C. TRAGER
Y H. UDESERY
URICH
VOLD
E. WARD
N V. WECHSLER
WEPRIN
F. WHITE
ETE WILSON
ITHEREPOOH
RD ZIENTS
M E. ZISCH

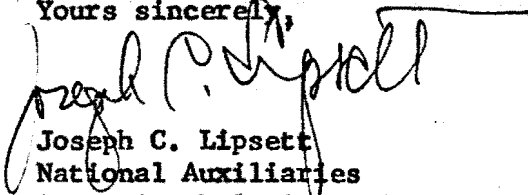
(Page two)

I am forwarding to you, under separate cover, a personalized Spirit of Life membership plaque and a Spirit of Life membership card signifying your identification with the humanist programs of healing and research conducted at the City of Hope.

May I take this opportunity to issue to you a most cordial invitation to personally tour the medical and research facilities at the City of Hope whenever your busy schedule calls for a visit to the West Coast. I can unqualifiedly assure you of a most memorable experience.

With every good wish for your continued good health.

Yours sincerely,



Joseph C. Lipsett
National Auxiliaries
Community Relations Director

JCL: ja



CITY OF HOPE

A PILOT MEDICAL CENTER

seeking new horizons in health and humanism



Grays Harbor Chapter #557,
P.O. Box 568,
Aberdeen, Wash. 98520

October 4, 1974

Mrs. Warner Poyhonen
401 Broadway West
Montesano, Wash. 98563

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

Dear First Lady Betty Ford:

The concern of the many for your health and complete recovery is especially true of City of Hope members, since the City of Hope at Duarte, California is "considered to be one of the major cancer treatment centers in the United States", as well as, a Pilot Medical Center for most catastrophic diseases.

Mr. Robert Durney, an active promoter when our chapter was organized in 1959, suggested we contact some of our members and friends to donate to a "Spirit of Life Membership" in the City of Hope in your honor. This was a rewarding experience for me as everyone I contacted was happy to contribute. This money has already been sent to National, to help promote better health care.

The membership card, pin and plaque will be sent to you by our National Office in Los Angeles.

We hope you will accept this gift from people who CARE and we send sincere wishes for your good health.

Sincerely,

Claire Poyhonen
Mrs. Warner Poyhonen, Membership Chairman

Mrs. Fred Hensel
Mrs. Fred Hensel, Treasurer GHC #557



at
end
of
11/5
msg.

Following are the names of the donors of "The Spirit of Life Membership":

- Mr. & Mrs. Robert Durney, 505 K. St. Hoquiam, Wash. 98550
Ins. and Travel Agency - Charter Members
- Mr. Andrew Winberg, 112 W. Third St. Aberdeen, Wash. 98520
Banking - Life member
- Mr. & Mrs. Eric Robinson, 116 W. Third St. Aberdeen, Wash. 98520 ←
Realtors - members (see picture enclosed)
- Mr. & Mrs. Robert A. Basich, 510 Sumner, Aberdeen, Wash. 98520
G.H. College Football Coach - members
- Mr. & Mrs. Forest Kelsey, 315 Broadway West, Montesano, Wa. 98563
Whitney - Oldsmobile Co. friend & neighbor
- Mr. & Mrs. U. J. Whitney, 412 Broadway West, Montesano, Wa. 98563
Whitney - Oldsmobile Co., members & neighbor
- Mr. & Mrs. Chas. W. Caldwell, Rt. 2 Box 2558, Montesano, Wa. 98563
Real Estate - Past Pres. G.H. Chapter and Lifemembers.
- Mr. & Mrs. Robert Backstrom, 608 McBryde West, Montesano, Wa. 98563
Insurance - members
- Mr. & Mrs. James M. Stewart, 711 3rd. N., Montesano, Wash. 98563
Attorney - members, active in Republican party.
- Mrs. Ruby Rice, 2305 W. 6th, Aberdeen, Wash. 98520
President of our chapter, Lifemember
- Mr. & Mrs. Fred Hensel, 716 8th. Ave. Aberdeen, Wash. 98520
Upholstery - Mr. Hensel recently had open-heart surgery
at City of Hope.
- Mr. & Mrs. Donald D. Downey, 112 W. Main, Montesano, Wash. 98563
Friends - active in Republic Party
- Mr. & Mrs. Ted Brower, 632 Hanna, Aberdeen, Wash. 98520
Title Ins. - Lifemembers - Past. Pres.
- Mr. & Mrs. Sam Zurich, Malone Road, Malone, Wash. 98559
Friends
- Judge and Mrs. Warner Poyhonen, 401 Broadway West, Montesano, Wa. 98563
Retired Judge, 1st. Pres. in 1959 also 1967 - 69
Lifemembers, Members of Natl. Board of Trustees



MEMORANDUM
OF CALL

TO:

*Grand
Poster
Parents
Williams*

YOU WERE CALLED BY

YOU WERE VISITED BY

OF (Organization)

*5/2 - Pearl 106 that
wk.*

PLEASE CALL →

PHONE NO.
CODE/EXT.

WILL CALL AGAIN

IS WAITING TO SEE YOU

RETURNED YOUR CALL

WISHES AN APPOINTMENT

MESSAGE

*Oldest Living
Grand.*

5/75 -

*Mrs. Paul
Williams*

RECEIVED BY

DATE

TIME

wires

Color of Black & white
Photo of BK for Public

CITY OF HOPE NATIONAL MEDICAL CENTER



10-12
Sandy

JOE R. BROADY

DEPARTMENT OF PUBLIC RELATIONS

NAT'L OFFICE:

208 W. EIGHTH ST. / LOS ANGELES, CALIF. 90014

(213) 626-4611

OSP.
Del.

+ THE WHITE HOUSE +
+ WASHINGTON +

Sett Lerner
anytime

25 pics

Pic items auctioned
Gow's wives in
BF's honor

→ before the award cerem.
introd of BF

OR → before fashion show

CITY OF HOPE

SEEKING
NEW HORIZONS
IN HEALTH
AND HUMANISM

M. E. HERSCH, PRESIDENT • BEN HOROWITZ, EXECUTIVE DIRECTOR - SECRETARY
NATIONAL OFFICE • 208 WEST 8TH STREET, LOS ANGELES, CA 90014 • (213) 626-4611



BOARD OF DIRECTORS

- HONORARY PRESIDENTS
 Victor M. Carter
 Emanuel L. Gorman
 James L. Gorman
 Perry L. Gorman
 Louis L. Gorman

VICEDIRECTOR

- Judge Robert S. Selzer, First
 Justice
 Dr. Robert L. Gorman
 Dr. Robert L. Gorman
 Dr. Robert L. Gorman
 Dr. Robert L. Gorman
 Dr. Robert L. Gorman
 Dr. Robert L. Gorman
 Dr. Robert L. Gorman
 Dr. Robert L. Gorman

THE ASSOCIER

- Jerry Gorman

FINANCIAL SECRETARY

- Samuel L. Gorman

RECORDING SECRETARY

- Leah Gorman

SECRETARIES

- Harvey Angell
 Ernie Borchert
 Leonard Gorman
 Joseph Gorman
 Murray Gorman
 Alexander L. Berg
 Lawrence L. Bershaw, Honorary
 Irwin Gorman
 Abraham S. Belsky
 Roger Gorman
 James M. Brodsky
 Nelson Gorman, Honorary
 Albert Gorman
 Nathan Gorman
 Sam Gorman
 Edward Gorman, Honorary
 Bennett Frankel
 Nathan Freedman
 Leon Gorman
 Jon Gorman
 Joseph Gorman
 Isaac Gorman, Honorary
 Elmer Gorman
 Irving Gorman
 Benjamin Gorman, Honorary
 Jack Gorman, Honorary
 Harry Gorman
 Charles Gorman
 Alan Gorman
 Sam Gorman
 Hyman Gorman, Honorary
 Nathan Gorman, Honorary
 Alvin Gorman
 Meyer Gorman
 Nathan Gorman
 David Marks
 Meyer Nadler
 Samuel Gorman, Honorary
 Ben Gorman
 Martin Gorman, Honorary
 Fred Gorman
 Tony Gorman
 Elmer S. Gorman
 L. Bob Roth
 Rhoda G. Rothberg
 Arlene Sachs
 Lorraine Schinner
 Sarah Schinner, Honorary
 Ben Schinner
 Larry Schinner
 Maxine Schinner
 Benjamin Schinner
 William Schinner
 William Schinner
 Robert Schinner
 Sam Schinner
 Leonard Well
 Leonard Weinstein
 Meyer Weintraub, Honorary
 Corinne S. Zimmerman

October 8, 1976

10-13
 626-76
 12832-72
 463-11-286
 176 B1369-24/c
 B1372-18/c
 A 7545-20 (China)/c
 Foster grandmother/c
 Europe w/children/c
 Convention Susan + Steve/c

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

Dear Sheila:

It was nice meeting you at the Beverly Hilton in regard to Mrs. Ford's appearance as the guest of honor at the 25th Anniversary Luncheon of the 500 Club for the City of Hope National Medical Center. The luncheon, where Mrs. Ford will be presented with the Silver Spirit of Life Award, will be held in the International Ballroom of the Beverly Hilton Hotel on Wednesday, October 20, 1976, with 1200 women in attendance.

The enclosed press release, which I have prepared for local media here in Los Angeles (time of release to be agreed upon when we talk by phone on Tuesday, October 12, 1976), will give you most of the information you might need. As additional background, you might find the following of use: This is the first time the "Silver Spirit of Life" Award will be presented, as it is the special occasion of the 500 Club's 25th Anniversary. As we noted in our conversation at the hotel, this award, the most prestigious to be presented on behalf of the City of Hope National Medical Center, has previously been given to outstanding industrialists, businessmen and humanitarians. For example: Thornton F. Bradshaw, president of Atlantic Richfield Co.; New York Mayor, Abraham Beame; M. Keith Gaede, prominent Orange County, California businessman and developer; Clair L. Peck, chairman of C. L. Peck Contractor, largest general contracting firm on the West Coast; Arthur F. Kelly, chairman and chief executive officer, Western Airlines; and Reubin O'D Askew, governor of Florida.

Sheila, the "Spirit of Life" is the symbol of the City of Hope and consists of a man, woman and child. The

EXECUTIVE MEDICAL DIRECTOR
 Barbara Levine, M.D.
ASSISTANT MEDICAL DIRECTOR
 Meredith Jacobs, M.D.
MEDICAL CENTER ADMINISTRATOR
 Robert M. Gorman

EXECUTIVE STAFF
EXECUTIVE ASSISTANT
 Richard L. Fox
CONTROLLER
 Maxine Gorman
EXECUTIVE CONSULTANT
 Maxine Gorman
DIRECTOR PUBLIC RELATIONS
 Sydney Gorman
DEPARTMENT CHAIRMAN COMMUNITY RELATIONS
 Joseph C. Lipsett



Free ... National ... Nonsectarian

Ms. Sheila Rabb Weidenfeld
October 8, 1976
Page Two

original sculpture is the centerpiece of a fountain which fronts the entrance to the Medical Center.

The 500 Club is one of the major supporting auxiliaries for the City of Hope. There are some 530 chapters across America which support the City of Hope. As you will note in the enclosed material on the City of Hope, it is a free, national, nonsectarian medical and research center which conducts programs of patient care, research and education in the catastrophic diseases: cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism.

Mrs. Ford may also be interested in this: The City of Hope is the only medical and research center among 200 locales nationwide to be selected as a special place to visit in 1976 by the American Revolution Bicentennial Administration.

The inscription on the award will read:

SILVER SPIRIT OF LIFE AWARD
TO THE FIRST LADY, BETTY FORD,
ON THE OCCASION OF THE
500 CLUB FOR THE CITY OF HOPE'S
25TH ANNIVERSARY LUNCHEON
FOR HER CONTRIBUTION TO
THE SPIRIT OF AMERICAN LIFE
OCTOBER 20, 1976

*mood +
→ Hil w/ Susan*

{ Sheila, we also discussed using slides of Mrs. Ford in candid poses. These would be pictures showing Mrs. Ford at various functions, with different people; ones which show her varied activities. I truly think that she has not only made a contribution to, but is the Spirit of American Life. That's what we want to show in the slide presentation, which will set the mood for the award presentation. Please send these directly to me.

Now, in addition, I would like to know, for purposes of general information, what Mrs. Ford will say at the luncheon. She, of course, may make any remarks she wishes and have as much time as she wants. Naturally, I would trust that she will make some reference to the City of Hope, its program, etc.

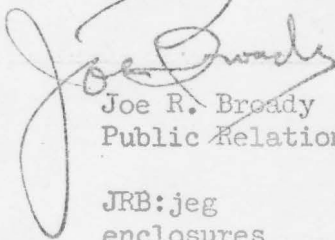


Ms. Sheila Rabb Weidenfeld
October 8, 1976
Page Three

If you need any more information than that contained in the enclosed material, please let me know. M. E. (Mike) Hersch, Southern California industrialist and developer, is the president of the City of Hope and he will be her escort at the luncheon and will make the presentation of the award. Hopefully, this covers most of the obvious questions.

Again, it was nice meeting you, and I look forward to seeing you upon your return to Los Angeles. Please give my regards to Mrs. Ford. All of us are most appreciative of her returning to Southern California for what, I am sure, will be a very pleasant and happy occasion.

Sincerely,



Joe R. Broady
Public Relations Department

JRB:jeg
enclosures



CITY OF HOPE
Public Relations Department
(213) 626-4611
(Joe Broady)

FOR IMMEDIATE RELEASE

LOS ANGELES--The nation's first lady, Betty Ford, will be the special guest of honor at the 25th anniversary Women's Luncheon of the 500 Club for the City of Hope National Medical Center on Wednesday, October 20, 1976, at the Beverly Hilton Hotel, Beverly Hills, California.

Mrs. Ford will receive the "Silver Spirit of Life," the most prestigious award presented on behalf of the free, national, nonsectarian medical and research center, which is celebrating its 63rd year of service to America.

"We are honoring Mrs. Ford for her many contributions to furthering the spirit of American life," said M. E. Hersch, City of Hope president. "She embodies the spirit, courage and determination which are so much a part of our country. Mrs. Ford is a woman of diverse attributes and a most fitting individual to be honored with the 'Spirit of Life.'"

The luncheon will feature fashions by the American designer, Luis Estevez. He is one of several names in American fashion who have designed for Mrs. Ford.

The City of Hope specializes in catastrophic diseases and is located in Duarte, California, a suburb of Los Angeles. The annual operating budget of \$25.7 million is supported primarily by voluntary contributions from the general public. There are 530 chapters across the United States who actively assist in promoting its programs of patient care, research and education. The 500 Club is considered one of the top five auxiliaries.

Honored by the American Revolution Bicentennial Administration for its achievements as a Pilot Medical Center, the City of Hope is the only medical and research center among 200 locales nationwide selected as special places to visit during 1976.

Its ultramodern facilities provide personalized care of unsurpassed quality for patients with catastrophic maladies--cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism.



THE CITY OF HOPE STORY

Honored by the American Revolution Bicentennial Administration for its achievements as a National Pilot Medical Center, the City of Hope was founded in 1913 and now encompasses 40 buildings on 93 acres. It is the only medical and research center among the 200 locales nationwide selected by the American Bicentennial as special places to visit during 1976. Its ultramodern facilities provide completely free and personalized care of unsurpassed quality for patients from throughout the nation suffering from the catastrophic maladies -- cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism. The City of Hope has pioneered in programs stressing psychosomatic approaches, personalization of patient care, and family-centered medicine. A consultation service is available at no cost to doctors and hospitals regarding the diagnosis and treatment of their patients. The City of Hope, as a Pilot Medical Center, seeks to influence medicine and science everywhere. Hundreds of discoveries have emerged from its laboratories in its efforts to relieve pain, prolong life and effect cures in the catastrophic diseases it treats, as well as in lupus, Huntington's disease, genetics and the neurosciences. As a think tank for other hospitals, the City of Hope seeks improvements in quality, quantity, economy and efficiency in the delivery of health care. Contributions from the public in every part of the nation are the primary support for an annual operating budget of more than \$25 million and a longer range "New Horizons" building program of \$28.5 million. The unique role of the City of Hope is one of piloting in health and in a humane way of life ... for America and the world.

##



SERVING AMERICA...

...SUPPORTED

BY

AMERICA

*A Unique Phenomenon on the
American Scene*

Begun in 1913 in two tents, the world renowned City of Hope National Medical Center is dedicated to patient care, research and medical education in catastrophic disease. An outstanding staff of physicians and scientists works on a full-time basis in an ultramodern complex of hospitals and laboratories housed in some forty buildings on ninety acres.

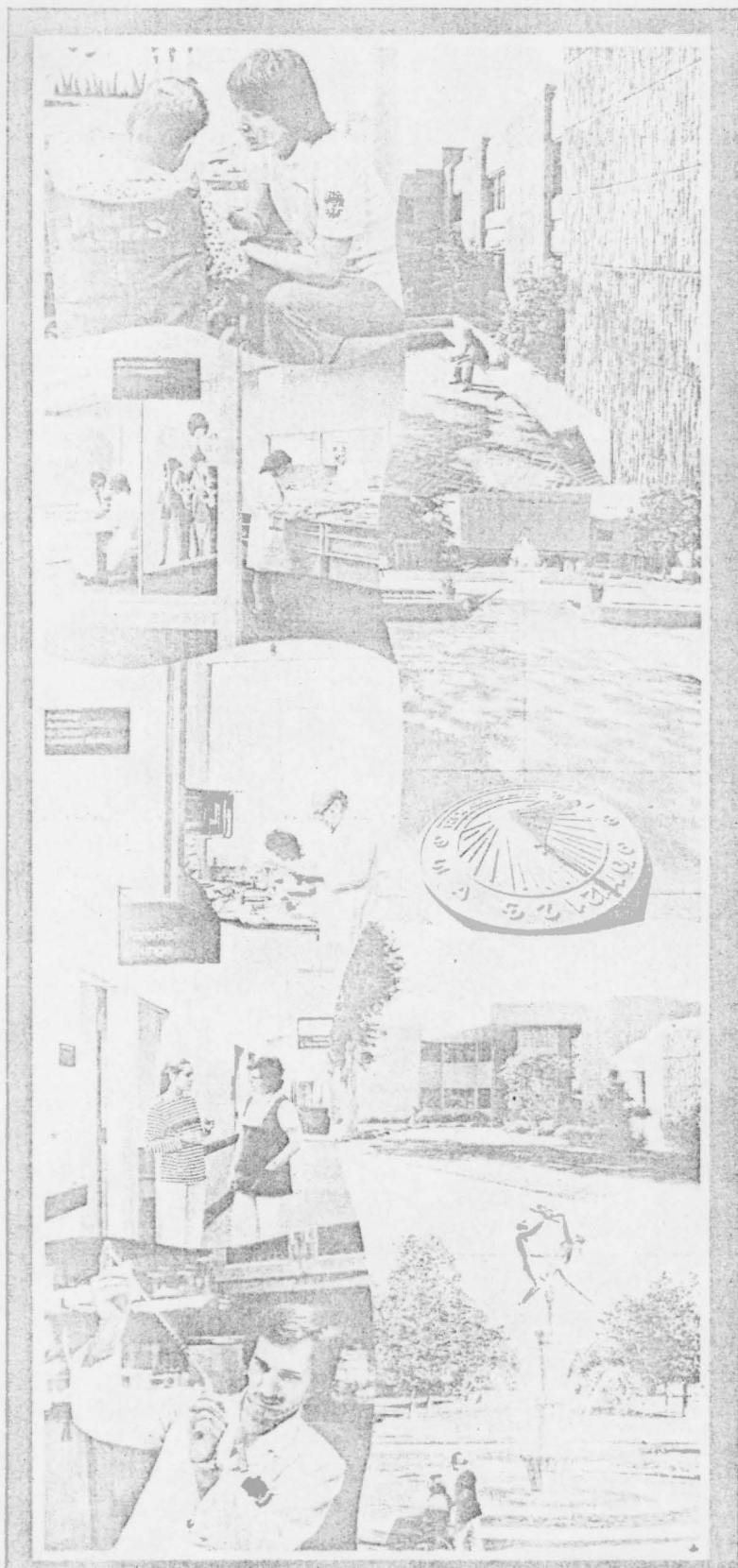
A Hospital With A Soul

The unsurpassed quality of care at the City of Hope, rendered in loving kindness and preserving the human dignity of patients, has earned it a well-deserved reputation as a model hospital. Its personalized treatment is made available without charge to those suffering from the crippling and killer ailments—cancer and leukemia; heart, blood, and respiratory maladies; diabetes and other hereditary and metabolic disorders.

The City of Hope has pioneered in psychosomatic approaches, treatment of the patient as a whole person, and family-centered medicine.

A Think Tank For Hospitals

Because its procedures and findings are applied in hospitals throughout the country and world, the City of Hope has been called "hospital without walls" and a "Hospital's ho-



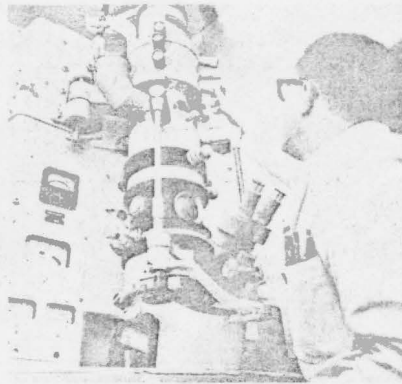
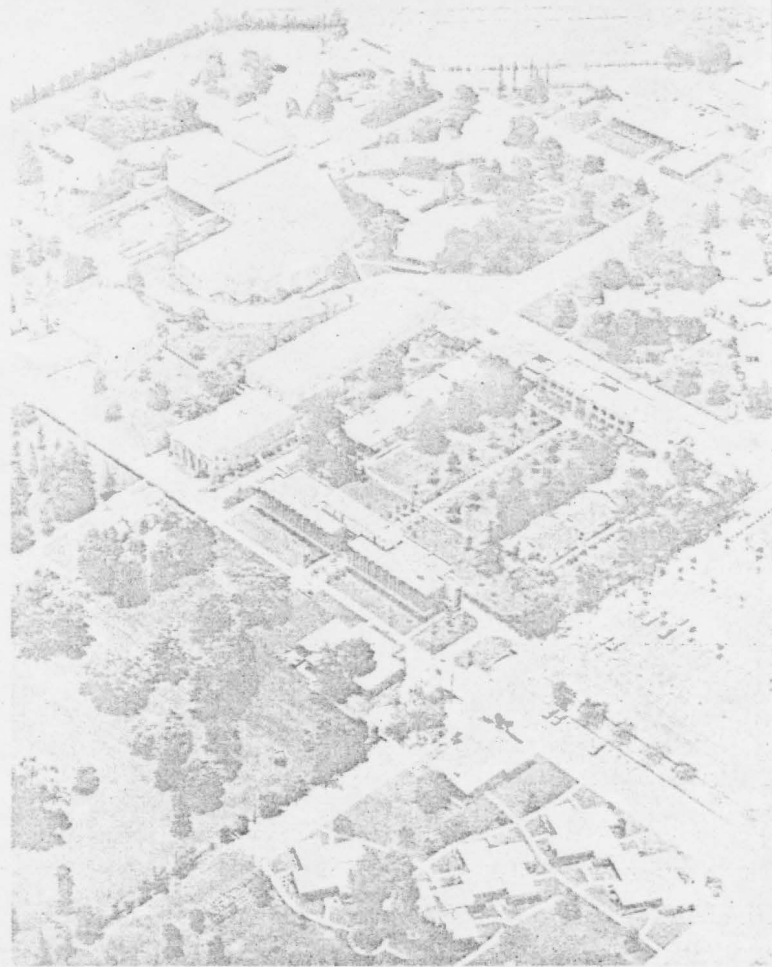
responsibility, not only for patients coming to its doors, but for those who come to medical institutions everywhere.

City of Hope task forces study all phases of hospital functioning for the purpose of developing more progressive, more economical, more efficient, and more satisfying methods of treatment.

In the mounting health crisis, The City of Hope has pioneered in showing hospitals how to: reduce operating costs; alleviate personnel shortages; eliminate medication errors; provide more advanced outpatient facilities and home treatment; increase patient safety and inclusion of the family in the treatment process within the hospital environment.

A Pilot Medical Center

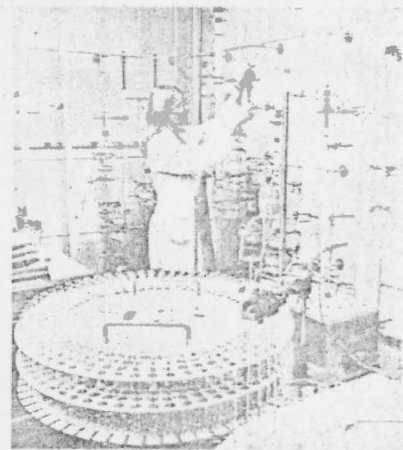
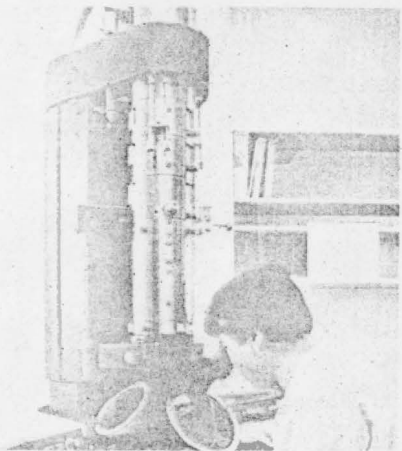
To relieve pain and prolong life are the major goals of the City of Hope. Hundreds of discoveries have come from its staff, unceasingly probing the mysteries of life, seeking methods of diagnosis, treatment, and prevention of cruel ailments. Publications in professional journals; presentations at national and



international conferences, and recognition governmental and private agencies have increased medical practice and scientific endeavor everywhere.

Illustrative of City of Hope "firsts" are 1 medical instruments such as the streamlin cobalt "bomb" for cancer therapy—the spl morerecorder for diagnosis of heart condit innovative diagnostic tests for heredit diseases in newborn babies, for blindness cataracts in youngsters, and for emphysem adults—new and more effective procedures surgery, radiation, and chemotherapy—fr findings on the workings of the immune me anism, which are now undergoing field tri

Through research, the hand of hope can extended to the millions who are threaten or who are actually suffering, the ravages the many diseases treated by the City of H ... as well as in investigations in genet neuroscience, lupus, Huntington's chor epilepsy, etc. New projects are inaugura regularly, the most recent being in can immunotherapy, bone marrow transplanta



and occupational diseases—all holding great promise for the prevention and care of victims of catastrophic diseases.

A Consultation Service

The expertise of the Medical Center staff is available to private physicians and institutions on behalf of their patients, both here and abroad. A panel representing the various medical disciplines meets regularly to give supplemental counsel on diagnosis and therapy. This service, like all other programs at the City of Hope, is provided without charge.

In addition, this Consultation Service speeds the findings of the City of Hope staff into the hands of those who can apply them directly.

A Nationwide Support Structure

All this is possible because the City of Hope enjoys support from all segments of the American people. In hundreds of cities throughout

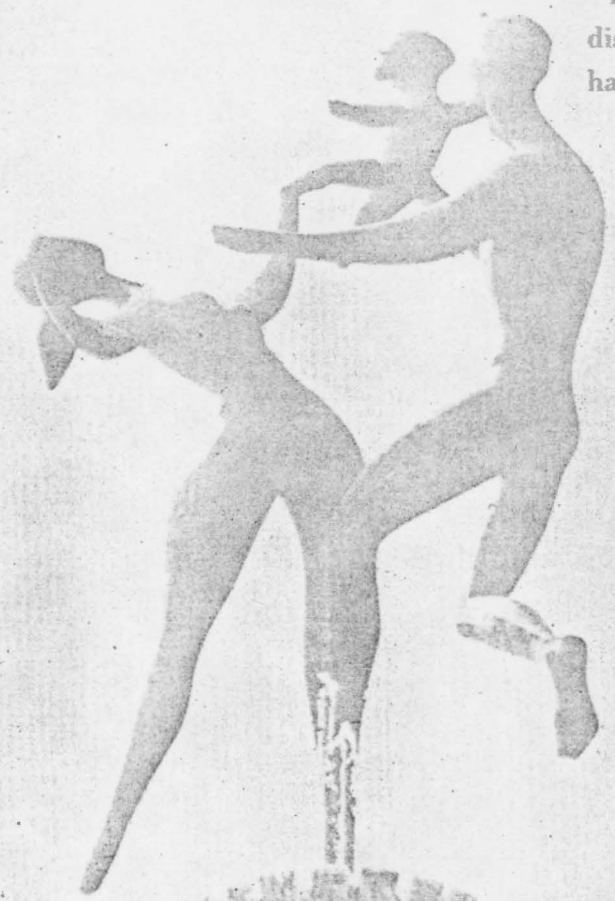
the nation, chartered chapters, industry associations, unions, professional societies, civic and community organizations, support this Medical Center, furthering its goal to pilot in health and humanism. Its annual budget, which ranges between \$25,000,000 and \$30,000,000, is made possible by the generosity and endeavors of many hands, minds, and hearts in all parts of our land.

City of Hope programs have a universal, qualitative and original impact on human well-being. They are an attempt to translate into action the nation's highest ideals—love of one's fellowman, the sense of mutual responsibility, an abiding respect for life and a desire to enrich and enlarge it.

Our willingness to help each other is the answer to cynicism, indifference and intolerance. The City of Hope believes that the measure of a society is not how high it rises in steel and concrete but how it bends in concern and help for those in need.

"There is no such thing as an incurable disease...only diseases for which no cure has yet been found."

-Dr. Simon Baruch
Early American Physician



CITY OF HOP

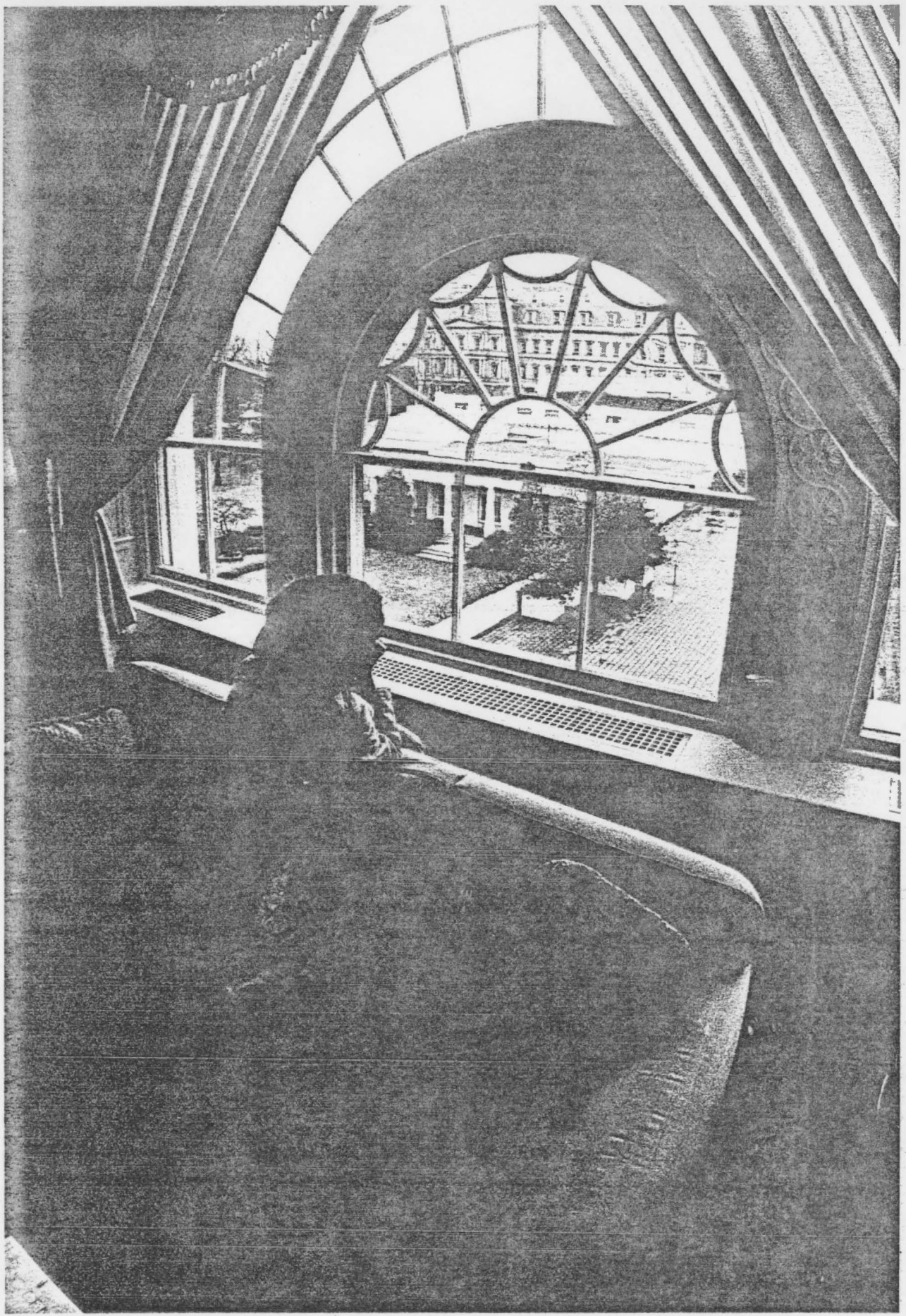






30570.28c

A2852-12⁸²







A6311-28
B-W

I
You've come a long way

I
You've come a long way, baby.

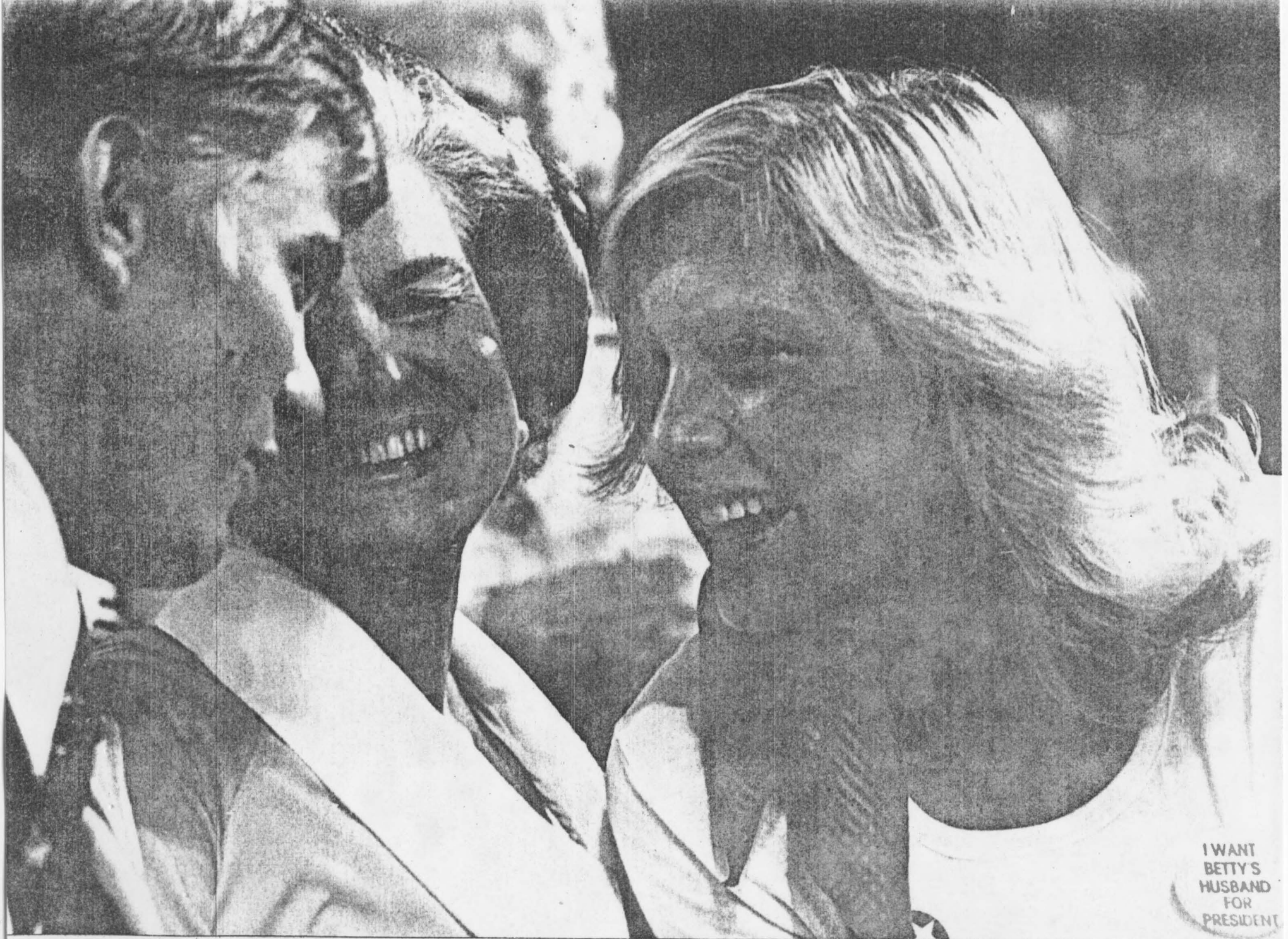
40980-150



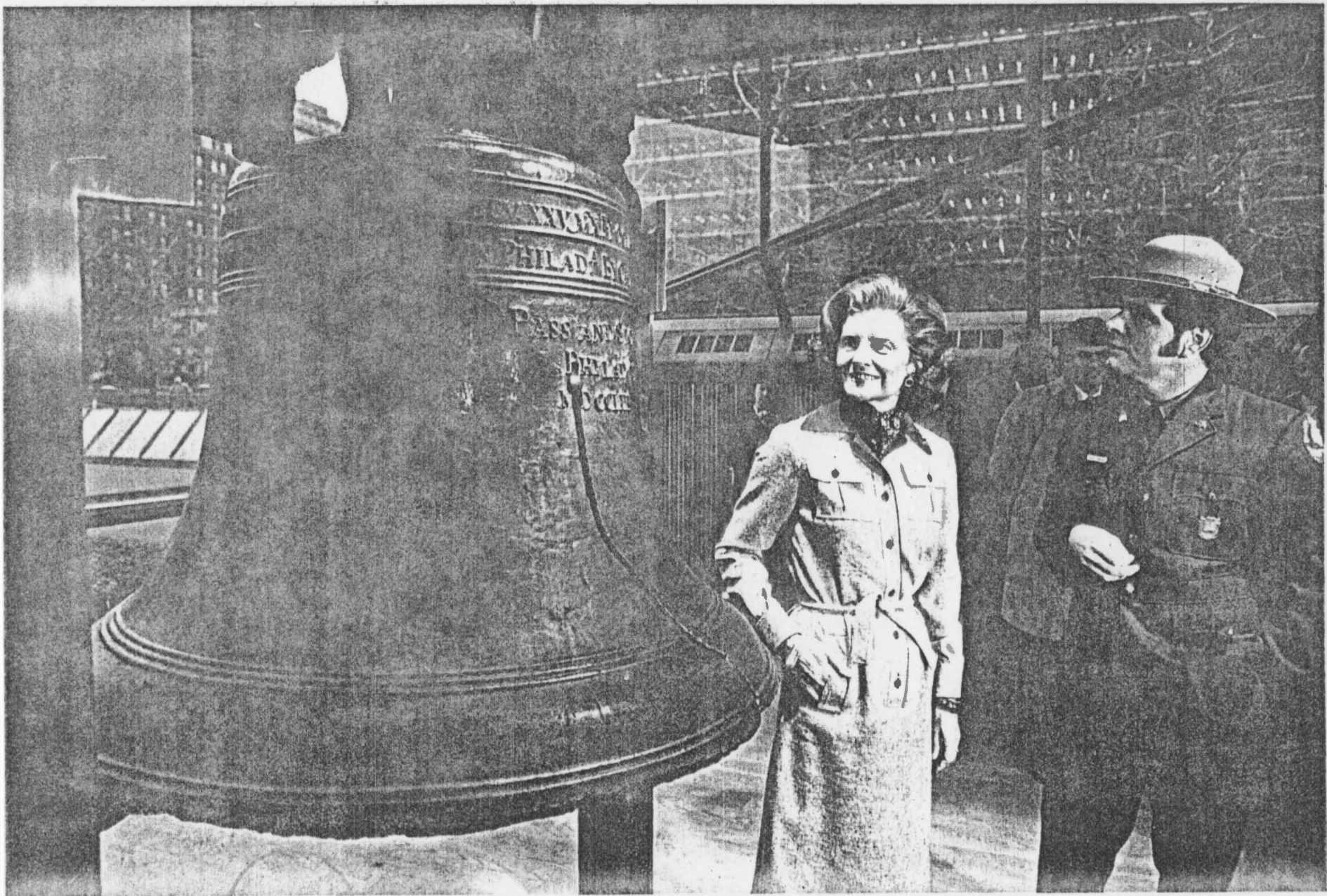




A6796.11



I WANT
BETTY'S
HUSBAND
FOR
PRESIDENT



OND LIBRARY

A 7892-33c

A 2959.24c



577.2112 Dan Berry
ref SUR 7004) NTronics

Martha Newman

Newport - Fitz

back balcony + in Hospital
Sus + MF Vail (2 playful)
BF w/ football

Sardo/Hartwig // April
Convention

B1520-5A (15th 76)

~~green dress~~

B0014.14 (26 May 76) foreign B/W

airport rally

// groups of people // Creel

Dvalge

family -

Yovine - 106

A2959.24 28th 75 (green dress)

- Martha Graham
Judith Jamison



B 1520-SA (15 Sept. 76) red dress, arm out

B 1372-19

7/10/76 { A 8601.12A
A 8604.27A
28A

