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*We Salute
The First Lady
of the
United States*

America's First Lady

The first lady of the United States
has a special place in the hearts
of all Americans.

We regard her with an affection that
transcends politics and partisanship.

She is at once inspiration, symbol
and model to the nation.

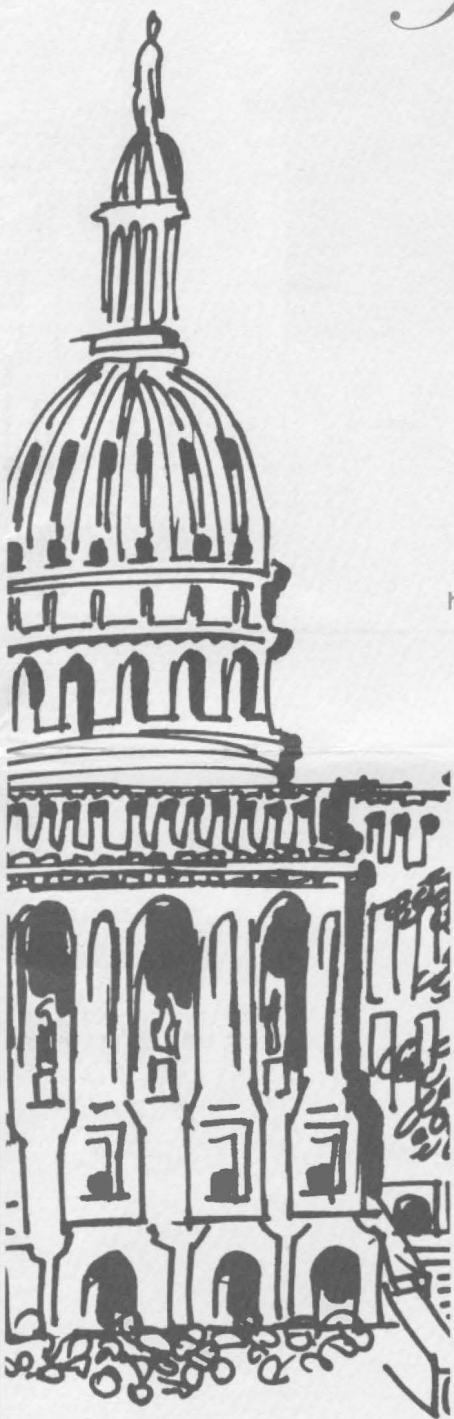
For American women particularly,
the first lady has a preeminent role to
play in their struggle for recognition
as equals by right and by law.

In the great tradition of presidential
consorts, Mrs. Gerald R. "Betty" Ford
has won our admiration and regard for
her modesty, forthrightness and
commitment to the highest ideals and
principles of our democratic credo.

She is a superb representative of
American womanhood, combining
beauty of person with integrity of
character and intelligence of mind.

She cannot simply be described
as the woman behind the successful
man but as an individual who has
fulfilled herself in many ways—
as a dancer with the noted Martha
Graham Concert Group before
her marriage, as wife and mother,
as a participant in politics
and as a volunteer in
humanitarian activities.

In presenting her with our
cherished Rita V. Tishman Award
during this International Women's
Year, we of the Anti-Defamation
League pay tribute to all that is
best in ourselves and to the
dedication we share in common
toward the fulfillment of America's
democratic promise.





The Women's Division
of the
Anti-Defamation League Appeal
requests the pleasure of your company
at our
Inaugural Luncheon
in tribute to
MRS. GERALD R. FORD
who will receive the
Rita V. Tishman Human Relations Award
Wednesday, June 11, 1975
at the
Hotel Pierre
New York City
twelve noon

R.S.V.P.
Card Enclosed

Minimum Gift to the
1975 ADL Campaign
Two Hundred and Fifty Dollars

PROGRAM

MRS. WILLIAM J. LEVITT
Luncheon Chairman, presiding

RABBI RONALD SOBEL
Senior Rabbi—Congregation Emanu-El

MR. SEYMOUR GRAUBARD
National Chairman, ADL

MRS. NORMAN TISHMAN
Honorary Chairman, Women's Division

Presentation to
ELIZABETH B. FORD
by

MRS. THEODORE H. SILBERT
General Women's Division Chairman

MRS. GERALD R. FORD

MR. GEORGE BALANCHINE
world famous choreographer,
will present a surprise in honor of The First Lady

MR. ALAN KING

ADL—ROOTED IN AMERICA

Rooted in America, the Anti-Defamation League of B'nai B'rith is a moving force in our lives.

Shaped by the experience of more than six decades of struggle, the League is a voluntary organization of citizens striving to translate the hope and promise of democracy into daily reality.

In this period of angry voices and clenched fists, millions of Americans of all backgrounds depend upon ADL for guidance and leadership.

And, in return, ADL depends upon them — and you — for support and sustenance.

Committee for the Luncheon

Mrs. Theodore H. Silbert
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Luncheon Chairman

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Dr. Lilly Bruck
Mrs. Dwight D. Eisenhower
Ms. Emily Genauer
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Mrs. Herbert H. Lehman
Mrs. John V. Lindsay
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Mrs. Danny Kaye
Mrs. Joseph Lauder
Mrs. Albert List

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Mrs. Harry Ross
Ms. Eugenia Sheppard
Mme. Pauline Trigere

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Mrs. Herbert Barchoff
Mrs. Arthur Belfer
Mrs. Nathan C. Belth
Mrs. I. Jack Bernstein
Mrs. Adrian Brodie
Mrs. Joseph Brodie
Mrs. Sol Cantor
Mrs. Stephen Chan
Mrs. Curtis E. Claymont
Mrs. Arthur G. Cohen
Mrs. Arthur Collier
Mrs. Lester Dembitzer
Mrs. Ezra Denerstein
Mrs. Murry Drucker
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Mrs. Samuel Levine
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Mrs. Joseph L. Mailman
Mrs. William Mazer
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Mrs. J. Bruce Pastner
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Mrs. Joseph S. Wohl

Roberta Felsen
Director

Dorothy Gottlieb
Asst. Director

Mrs. Theodore H. Gilbert and Mrs. William J. Levitt

cordially invite

Mrs. Sheila Pitt Henderson

to meet

Mrs. Gerald R. Ford

at a

Private Reception

prior to the A D L Luncheon in her honor

Wednesday, June Eleventh, Nineteen Seventy-Five

Eleven Thirty A. M.

at the Cotillion Room
of the Hotel Pierre

R. S. V. P. (card enclosed)



Mrs. William J. Levitt

315 Lexington Avenue

New York, N.Y. 10016

Dear Mesdames Silbert and Levitt:

I am delighted to attend your private reception for MRS. GERALD R. FORD at eleven thirty a.m. in the Cotillion Room of the Hotel Pierre, Wednesday, June eleventh just prior to the ADL Luncheon in her honor.

NAME _____

ADDRESS _____

Mrs. William J. Levitt

315 Lexington Avenue

New York, N.Y. 10016



4
Mrs. Sheila Ratt Weidenfeld
The White House
Washington, D.C. 20500

Mrs. William J. Levitt
315 Lexington Avenue
New York, N.Y. 10016



*We Salute
The First Lady
of the
United States*

The Women's Division

of the

Anti-Defamation League Appeal

presents the

Rita V. Tishman Human Relations Award

to

MRS. GERALD R. FORD

Wednesday, June 11, 1975

at the Hotel Pierre

America's First Lady



The first lady of the United States has a special place in the hearts of all Americans.

We regard her with an affection that transcends politics and partisanship.

She is at once inspiration, symbol and model to the nation.

For American women particularly, the first lady has a preeminent role to play in their struggle for recognition as equals by right and by law.

In the great tradition of presidential consorts, Mrs. Gerald R. "Betty" Ford has won our admiration and regard for her modesty, forthrightness and commitment to the highest ideals and principles of our democratic credo.

She is a superb representative of American womanhood, combining beauty of person with integrity of character and intelligence of mind.

She cannot simply be described as the woman behind the successful man but as an individual who has fulfilled herself in many ways—as a dancer with the noted Martha Graham Concert Group before her marriage, as wife and mother, as a participant in politics and as a volunteer in humanitarian activities.

In presenting her with our cherished Rita V. Tishman Award during this International Women's Year, we of the Anti-Defamation League pay tribute to all that is best in ourselves and to the dedication we share in common toward the fulfillment of America's democratic promise.

M E N U

MADRILENE EN GELEE

* * *

CREPE DE HALIBUT MORNAY
EPINARD A LA CREME

* * *

PINOT DE CHARDONNAY

* * *

MOUSSE AU FRAISES

PETITS FOURS

CAFE

P R O G R A M

MRS. WILLIAM J. LEVITT
presiding

WELCOME & INTRODUCTION OF DAIS

INVOCATION

Rabbi Ronald Sobel
Senior Rabbi
Temple Emanu-El

L U N C H E O N

"ADL TAKES A LOOK AT DISCRIMINATION
AGAINST A MAJORITY"

Mr. Seymour Graubard
ADL National Chairman

"ADL - WHAT IT MEANS TO US"

Mrs. Norman Tishman
Honorary Chairman
Women's Division

PRESENTATION

Mrs. Theodore H. Silbert
General Chairman
Women's Division

TO

MRS. G E R A L D R. F O R D

"SONATINE"

Music by MAURICE RAVEL
Choreography by GEORGE BALANCHINE
Dancers: VIOLETTE VERDY
JEAN-PIERRE BONFOUS
DIANE CHILGREN
Pianist:
Technical
Director: RONALD BATES

ALAN KING

Drawing for Door Prizes

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have been made in the following categories
in tribute to Betty Ford

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Mrs. Ezra Zilkah

We are also grateful to the many women who shared in this Tribute but whose names are unlisted as we learned of their participation too late for inclusion.

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DIAMOND LOOP EARRINGS*

David Webb

*STERLING SILVER BELL -
"ALICE IN DALI LAND"
(Designed and signed by Salvador Dali)*

Donna Schneier Inc.

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D'Esti Boutique

GOLD CHAIN BIB AND CHAIN BELT

Pauline Trigere Inc.

GIFT

Bulgari

*SIGNATURE SET - PARTY GLASSES
WITH SERVING TRAY*

Bonwit Teller

INDIVIDUAL GIFTS

L'INTERDIT PERFUME

Hubert De Givenchy

LE DE PERFUME FOR BETTY FORD

Hubert De Givenchy

DECOR

Atlas Floral Decorators

TABLE CLOTHS IN MISSONI - free style

Fieldcrest Mills Inc.

POTTERY CREATIONS

*Daybreak Nurseries
Westport, Conn.*

Mrs. Ford's Remarks at the Anti-Defamation League Lunch, June 11, 1975

I am very pleased to be here, and I know what an honor it is to receive this award. I can't thank you enough.

I have been looking forward to this day for months now -- ever since I received your invitation.

One of the things I have greatly admired about the Anti-Defamation League is its broad scope. You make it clear you will not tolerate any type of bias. That your compassion and concern is for all who do not receive equal treatment. That your commitment is for equality for everyone.

You have done an excellent job fighting discrimination. Your work is extremely important and it is very much appreciated. Your tribute to me, then, is especially meaningful because it is in this area of human relations, in the area of providing equal opportunity.

I guess no one wonders by now where I stand on the equal rights amendment. I personally find it hard to believe it has not yet



been passed. I just hope that at this point in our country's history we can do something about that. The ERA is a must, because it insures equal opportunity for all.

This year -- International Women's Year -- is a great time for all of us to rally our forces in organizing for it. And next year -- our bicentennial -- would be a great time to finish things up! What could be more perfect than to add such a significant amendment to our Constitution at the time we celebrate our 200th birthday! That is my goal -- and I hope you will make it your's too.

Again, I thank you -- both for this award and for all you are doing.



hi

Thank you, Mrs. Silbert. Needless to say, I am very pleased to be here, and I do appreciate what an honor it is to receive this award. I can't thank you enough.

I have been looking forward to this day for months now -- ever since I first received your invitation.

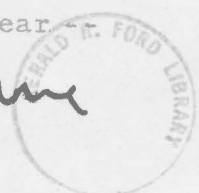
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~~I~~
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or no? in any's mind
I guess no one wonders certainly by now where I stand on the Equal Rights Amendment. I personally find it hard to believe it has not yet been passed. I just hope that at this point in our country's history we can do something about that. The ERA is a must -- because it insures equal opportunity for all.

This year -- International Women's Year -- is a great time for all of us to really rally our forces in organizing for it. And next year

we just got our feet wet - now we have to really plunge in.



our Bicentennial -- would be a great time to finish things up!

What could be more perfect than to add such a significant Amendment to our Constitution at the time we celebrate our 200th anniversary! That is my goal -- and I hope you will make it yours also.

Again, I wish to thank you -- both for this award and ^{all of you} ~~for~~ ^{wish to} ~~thank you~~ ^{for all that} you are doing.

I accept to work in the name of all of you who made this award a reality for me.



MRS. FORD'S REMARKS -- ADL LUNCHEON -- JUNE 10, 1975

Thank you, Mrs. Silbert. Needless to say, I am very pleased to be here, and I do appreciate what an honor it is to receive this award. I can't thank you enough.

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Again, I wish to thank you -- both for this award and for all that you are doing.

Suggestions for remarks for Mrs. Ford

Good afternoon. I ^{am} feel very honored to be here. I know what a great tribute it is to receive this award, and I am grateful. ~~But I am especially honored because of my great admiration for your group and the work that it does in fighting discrimination. Your work is important ... it is appreciated ... and I am very proud to be here.~~

of the work your group does in fighting discrimination

st. admin

you can be very sure

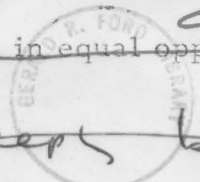
~~We meet at a particularly significant time. My husband meets in Washington today with Prime Minister Rabin to continue in the effort to help bring peace to the Middle East. They are very much on my mind -- as I know they must be on yours -- and I hope you will remember them in your prayers today.~~

you and
also meet today on a type of 'peace mission' -- peace as it concerns the people in this country and how they live together. ^{#2} One of the things I have greatly admired about ~~the Anti-Defamation League~~ ^{the Anti-Defamation League} in particular is its broad scope. You make it clear you will not tolerate any type of bias. That your compassion and concern is for all who do not receive equal treatment. That your commitment is for ^{equality for everyone} ~~equal opportunity for all~~.

in
You have done an excellent job of ^{very much appreciated} describing your work. ^{#3 of that means so much to me} Your tribute to me, ^{then} is especially meaningful because it is in this area of human relations, in the area of providing equal opportunity. I guess ~~no one would~~ ^(can be said with humor)

~~By now where I stand on the equal rights amendment ... but I want to say again that the reason I believe in the ERA is because I believe in equal opportunity for~~

~~It stands for something I deeply believe in -- people people of the~~



I personally had it hard to believe it has not yet been passed. I just hope that

everyone And at this point in our country's history, we can do something ~~we need the passage of~~ the ERA is a must because it ~~to insure~~ equal opportunity for all.

~~I think~~ ^{I W Y} this year, ~~International Women's Year~~, is a ^{great time} good time for all of us to rally our forces in organizing for it. And ~~that~~ ^{then} next year, our Bi-Centennial, would be a great time to finish things up! What could be more perfect than

to add such a significant amendment to our Constitution at the time we celebrate our 200th birthday! That ~~will be my~~ ^{is a} goal -- and I hope you will make it yours ^{also}

Again, I thank you -- both for this award and for ^{not} all you are doing.

~~Let's all get together this year~~
~~and rally our forces~~

for everyone to rally our



MRS. FORD'S REMARKS AT THE ADL LUNCHEON, JUNE 11, 1975

This is what Mrs. Ford said verbatim to open her remarks:

"I had looked forward to this day ever since I received your invitation in the earlier part of the year. It was really sort of a goal I had set my sights on--a goal I felt I wanted to live up to--and a goal I felt was not only important to me but also to you."

"I know what a tribute it is to receive this award, and I am grateful. Because of the work your group does in fighting discrimination, it has my great admiration. Your work is important, it is appreciated, and you can be sure I am proud to be here."



McCall's - Myra McPherson

3:00 P.M.
Mrs. Dinitz
Mrs. Resin

THANK YOU, MRS. SILBERT. NEEDLESS TO SAY, I AM VERY PLEASED TO BE HERE, AND I DO APPRECIATE WHAT AN HONOR IT IS TO RECEIVE THIS AWARD. I CAN'T THANK YOU ENOUGH.

I HAVE BEEN LOOKING FORWARD TO THIS DAY FOR MONTHS NOW -- EVER SINCE I FIRST RECEIVED YOUR INVITATION.

-2-

ONE OF THE THINGS I GREATLY ADMIRE ABOUT THE ANTI-DEFAMATION LEAGUE IS ITS BROAD SCOPE. YOU MAKE IT VERY CLEAR YOU WILL NOT TOLERATE ANY TYPE OF BIAS. THAT YOUR COMPASSION AND CONCERN IS FOR ALL WHO DO NOT RECEIVE EQUAL TREATMENT. THAT YOUR COMMITMENT IS FOR EQUALITY FOR EVERYONE.



-3-

YOU HAVE DONE AN EXCELLENT JOB FIGHTING DISCRIMINATION.
YOUR WORK IS EXTREMELY IMPORTANT, AND IT IS VERY MUCH
APPRECIATED. YOUR TRIBUTE TO ME, THEN, IS ESPECIALLY
MEANINGFUL BECAUSE IT IS IN THIS AREA OF HUMAN RELATIONS --
IN THE AREA OF PROVIDING EQUAL OPPORTUNITY -- THAT I AM MOST
INTERESTED.

-4-

I GUESS NO ONE WONDERS CERTAINLY BY NOW WHERE I
STAND ON THE EQUAL RIGHTS AMENDMENT. I PERSONALLY FIND
IT HARD TO BELIEVE IT HAS NOT YET BEEN PASSED. I JUST
HOPE THAT AT THIS POINT IN OUR COUNTRY'S HISTORY WE CAN DO
SOMETHING ABOUT THAT. THE E.R.A. IS A MUST -- BECAUSE IT
INSURES EQUAL OPPORTUNITY FOR ALL.



-5-

THIS YEAR -- INTERNATIONAL WOMEN'S YEAR -- IS A GREAT
TIME FOR ALL OF US TO REALLY RALLY OUR FORCES IN
ORGANIZING FOR IT. AND NEXT YEAR -- OUR BICENTENNIAL --
WOULD BE A GREAT TIME TO FINISH THINGS UP!

-6-

WHAT COULD BE MORE PERFECT THAN TO ADD SUCH A
SIGNIFICANT AMENDMENT TO OUR CONSTITUTION AT THE TIME WE
CELEBRATE OUR 200TH ANNIVERSARY? THAT IS MY GOAL -- AND
I HOPE YOU WILL MAKE IT YOUR'S ALSO.

AGAIN, I WISH TO THANK YOU -- BOTH FOR THIS AWARD
AND FOR ALL THAT YOU ARE DOING.



689
MU9 7400

Lynne

noon - copy of complete list
who is bringing mult? CBS
aware of lights?
has been notified AP, UPI, Post, crew
pool gathers at noon in oval rm
what does bowl have on it

832 9166

(643 1249)

Tom

832-6828

Uris
press on 19th

how do I work out
telling Graham
when there's a dept

prob cars won't be
here

any probs on lighting?
mult?

sound system?

any names we have to clear?

signs for doors Press Press enter here

agent be there by 1

one of us wd have to be on gate in
ADL NYDC

case press is late
deal on when latecomers come in

Pete

need head table

need guest list

m.

pls ment remarks



STW

Crystal bowl + what has inscribed
read "The Tishman Award"

on bringing crew down
explains about lighting
forewarn chip

pin for Martha,

" Eliz B Ford

ADL

Rita V. Tishman award

1975 "



day of:

~~st~~ move pool to press
area during ADC
recept

stay close to Pat
at dpture time



~~CONFIDENTIAL~~ (GDS)

WOMEN'S DIVISION, ANTI-DEFAMATION LEAGUE OF B'NAI
B'RITH LUNCHEON

B'nai B'rith is one of the oldest fraternal organizations in the US. It is a highly responsible organization which has worked constructively to assist persons of the Jewish faith in America. The Anti-Defamation League branch of B'nai B'rith focusses on discrimination of minorities. Though at first it was concerned mainly with discrimination of Jews, it has become very active in the civil rights field, helping all minorities, and is a natural organization to support the Equal Rights Amendment and International Women's Year.

B'nai B'rith (with its subsidiary, ADL) is not the prime political organ of the American Jewish Community, though it does express views on matters of interest to Israel. Because of this, it is less likely that the US-Israeli relationship and the Middle East negotiations will be a major focus of attention at this luncheon, which is being held in the context of the International Women's Year. On the other hand, the fact that Prime Minister Rabin will be meeting with the President on the same day, could give rise to greater interest in the Middle East situation, particularly in view of the President's recent meetings with President Sadat of Egypt.

It would be preferable for you to confine your acceptance remarks to the context of the event--the "Rita V. Tishman Human Relations Award" to you in honor of International Women's Year, and in appreciation of the fact that "for American women particularly, the First Lady has a preeminent role to play in their struggle for recognition as equals by right and by law." The invitation materials also note that "In presenting [you] with our cherished Rita V. Tishman Award during this International Women's Year, we of the Anti-Defamation League pay tribute to all that is best in ourselves and to the dedication we share in common toward the fulfillment of America's democratic promise."

You may also wish to be aware of the following:

1. It is preferable to avoid any discussion of the Middle East situation or the US-Israeli relationship. In response to questions, you can,

DDP, 3/25/86
~~CONFIDENTIAL~~ (GDS)
BYAUTH: RBOakley

however, refer to the fact that the President is meeting with Prime Minister Rabin ("today") in the context of his continuing effort to help bring peace in the Middle East, and recall that you and the President also had the pleasure of meeting Prime Minister and Mrs. Rabin last September when Rabin made an official visit. [The President has also met with Israeli President Katzir, former Prime Minister Golda Meir and Israeli Foreign Minister Allon since assuming office.]

2. You may be asked about the President's support for Israel's "security." It is preferable to avoid getting into a discussion of US support for Israel. Instead, you could note that there is a long history of good relations with Israel as demonstrated by US assistance over the years. You should try to avoid addressing the specific nature of our commitment, but if pressed you should refer to Israel's "survival" rather than its "security."
3. Questions on a terminal date for the Middle East reassessment or aid levels for Israel in the coming year should be avoided. In response to any questions along these lines, the main point is that the President is working hard to achieve peace in the Middle East and believes that the US cannot accept stagnation or a stalemate.
4. You may also be asked whether you and the President will visit Israel (as you know President Sadat has invited you to Egypt although there are no present firm plans and much will depend on the negotiations). At the present time, there is no formal invitation for the President to visit Israel although Rabin could raise this during his coming visit. If asked, you could say that there are no present plans for this and if asked whether the President would visit Israel in connection with the announced invitation to Egypt, you could also say you know of no firm plans at this time.
5. The subject of your meeting with Mrs. Rabin may also come up, particularly since there is no State dinner on this visit; rather, the President is hosting a stag working dinner for the Prime Minister. You could recall the Prime Minister's Official Visit of September 10-13 which included a State dinner and note that this is really a working visit to focus on the Middle East situation. [You have been invited to Mrs. Kissinger's boat-cruise/dinner for Mrs. Rabin on the evening of June 11.]

6. You should also know that Mr. Seymour Graubard, National Chairman of the ADL--and listed on the program--has been writing the President and the Administration on the issue of the Arab boycott against Jewish firms. If pressed on the Administrations views on this issue, you can note that the President publicly stated his views on discrimination (in Miami on February 26) and tasked all appropriate US Agencies to ensure full compliance with our laws. You can also say that the President welcomes letters from a wide range of Americans on issues of concern. You will want to avoid any commitments about possible Presidential meetings with the ADL or Presidential support for ADL positions on this issue.

7. You might also be asked whether you are planning to attend the Women's Conference in Mexico City. You may wish to avoid any commitment on this since recommendations on whether or not you should attend are still being staffed.

CONFIDENTIAL (GDS)

Mrs. Ford would very much like to go but has scheduling problems.

WOMEN'S DIVISION, ANTI-DEFAMATION LEAGUE OF B'NAI
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For immediate release
Tuesday, May 10, 1975

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

Mrs. Ford will be honored Wednesday, June 11, at 12:30 p.m. at a luncheon in New York City by the Women's Division of the Anti-Defamation League of B'nai B'rith. She will receive the group's Rita V. Tishman Human Relations Award in honor of her leadership during International Women's Year.

The luncheon will be at the Hotel Pierre. About 300 women are expected to attend. Following the program, Mrs. Ford will accept the keys to New York City from Angier Biddle Duke, representing Mayor Beame.

former Amb. to Spain

Previous recipients have included Pulitzer Prize winner Emily Genauer; former Commissioner of Consumer Affairs Bess Myerson; Mrs. John V. Lindsey; Betty Furness; and Mrs. William J. Leavitt. Honorary Chairman of previous luncheons have included Mrs. Nelson A. Rockefeller; Mrs. Lyndon B. Johnson; and Mrs. Dwight D. Eisenhower.

The Anti-Defamation League of B'nai B'rith is a national agency founded in 1913 "to end the defamation of the Jewish people and to secure justice and fair treatment for all citizens alike." B'nai B'rith is a Jewish service organization.

- end -

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*Hon - George ^{willed} - end -
628-5033*

*Lelman
Mrs. Beame
R. Lillig
Eisenhower
Emily Genauer
Buchenheimer
Johnson
Mrs. Hubert H. Lehman
Mrs. John B. Lindsey
Mrs. Bess Myerson
Mrs. Nelson A. Rockefeller*

*Cover left piece
Don McKinney
pg. 1 - may*



MRS. FORD'S REMARKS -- ADL LUNCHEON -- JUNE 10, 1975

Thank you, Mrs. Silbert. Needless to say, I am very pleased to be here, and I do appreciate what an honor it is to receive this award. I can't thank you enough.

I have been looking forward to this day for months now -- ever since I first received your invitation.

One of the things I greatly admire about the Anti-Defamation League is its broad scope. You make it very clear you will not tolerate any type of bias. That your compassion and concern is for all who do not receive equal treatment. That your commitment is for equality for everyone.

You have done an excellent job fighting discrimination. Your work is extremely important, and it is very much appreciated. Your tribute to me, then, is especially meaningful because it is in this area of human relations -- in the area of providing equal opportunity -- that I am most interested.

I guess no one wonders certainly by now where I stand on the Equal Rights Amendment. I personally find it hard to believe it has not yet been passed. I just hope that at this point in our country's history we can do something about that. The ERA is a must -- because it insures equal opportunity for all.

This year -- International Women's Year -- is a great time for all of us to really rally our forces in organizing for it. And next year --



our Bicentennial -- would be a great time to finish things up!

What could be more perfect than to add such a significant Amendment to our Constitution at the time we celebrate our 200th anniversary! That is my goal -- and I hope you will make it yours also.

Again, I wish to thank you -- both for this award and for all that you are doing.



Wanda
Call operator
read me stuff
rod goldstein
swain may #

who is Rita V. Tushman - member of the group
how many people 300

credentialing

master list

when & where picked up

tags - string

logistics, ground rules

questions - re coming

where are phones

lights

mult

power needed

call to city, wire

food for press?

guest list

hugh belly
546 7600

today

do release

arrange for stanchions

1. small pool OK

for private receipt

2. xerox lists

fete

where people coming

in - are stanchions

podium?

lynn

tell about pool

phones - where

mult

pamphlets

lynn

- follow-up on
did she notify
pool

- who all is covering

- who is coming -
involved in IWW
especially

sheila

1. pool OK

2. scratch birai booth

3. ladies are friends
of AOL



ANTI-DEFAMATION LEAGUE

of B'nai B'rith

NATIONAL CHAIRMAN
SEYMOUR GRAUBARD
315 LEXINGTON AVENUE
NEW YORK, N. Y. 10016

March 18, 1975

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

Dear Mrs. Ford:

We are delighted that you have graciously accepted our invitation to be the guest of honor at the Women's Division Inaugural Luncheon of the Anti-Defamation League of B'nai B'rith on Wednesday, June 11, 1975, at the Hotel Pierre in New York City. The luncheon is scheduled to begin at 12 o'clock.

We have, in the past, presented at this luncheon the "Rita V. Tishman Human Relations Award" to a woman of outstanding distinction. The recipients have included Pulitzer Prize winner Emily Genauer; Mrs. William J. Levitt; former Commissioner of Consumer Affairs, Bess Myerson; Mrs. John V. Lindsay and Betty Furness. Honorary Chairmen of these functions have included such prominent women as Mrs. Nelson A. Rockefeller, Mrs. Lyndon B. Johnson and Mrs. Dwight D. Eisenhower.

This year, however, we have created a Special Award to present to you, expressing our thanks and admiration for your leadership in honor of International Women's Year.

We expect over 500 participants at the luncheon, and you may rest assured that we will do our utmost to make this event the highlight of our activities worthy of your person and position.

I look forward to welcoming you personally on June 11 at the luncheon.

Sincerely yours,



Seymour Graubard
Seymour Graubard
National Chairman

(212) 688-7400

SG:slh

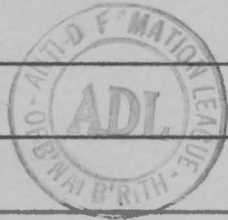
P R E S S C R E D E N T I A L

ADL Luncheon
June 11, 1975

NAME _____

AFFILIATION _____

NUMBER _____



The Pierre
NEW YORK

May Campbell AP
Richard drew AP photos



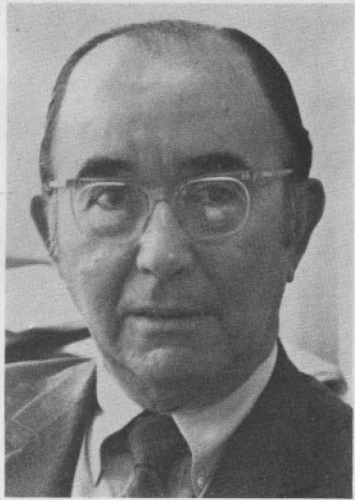


ADL Leadership

1975 Anti-Defamation League Appeal

No. 30 Anti-Defamation League of B'nai B'rith, 315 Lexington Avenue, New York, N.Y. 10016 Spring, 1975

ADL Women Honor America's First Lady Dane Tribute Launches Drive



Maxwell Dane

Maxwell Dane, a founder of the Doyle Dane Bernbach advertising agency, will be honored by the 1975 Anti-Defamation League Appeal at its Inaugural Dinner, Wednesday, May 7 at the Waldorf Astoria Hotel.

The tribute was announced by Seymour Graubard, national chairman of the League, who said that Mr. Dane's record in communal and civic activities "speaks for itself."

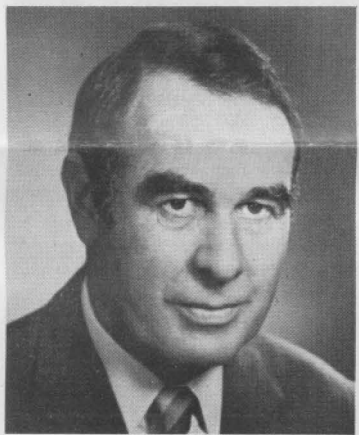
He went on to say that the ADL is proud to honor Mr. Dane "for the achievement his impressive record represents."

U.S. Senator Charles McC. Mathias, Jr. of Maryland will be the guest speaker.

ADL national commissioner S. O. Shapiro is dinner chairman.

Mr. Dane has fought con-

Salute N. J. Senator



United States Senator Harrison A. Williams, Jr., of New Jersey, will be honored by the Appeals Financial Community Division on May 21 at a dinner in the Waldorf-Astoria Hotel. Co-chairmen of the event are James W. Davant, chairman of Paine, Webber, Jackson and Curtis, Inc.; Alvin E. Friedman, partner in Kuhn, Loeb and Co.; and Arthur Levitt, Jr., president of Shearson Hayden Stone, Inc. Benjamin R. Epstein, ADL national director, will be the speaker.



Sen. Charles McC. Mathias, Jr.



S. O. Shapiro

tinuously against intolerance and bigotry, and for civil liberties. Chairman of the Anti-Defamation League's National Program Committee (a job he has held since 1970), he is actively involved with League publications, audio-visual materials, intercultural and inter-religious relationships, and gives counsel on matters of vital importance to the agency. Prior to 1970, he was

continued on page 3

ADL's Role: Interpret Israel to U.S.

Lee Schooler
Chairman, National ADL Campaign Committee

The suspension of negotiations between Israel and Egypt has given increased importance to the role of the Anti-Defamation League as an interpreter of Israel to the American people.

Now, more than ever before, it is imperative that Israel's position, the reasons for the actions it takes, be presented clearly and forthrightly so that Americans can know and understand the issues and exercise a reasoned and informed judgment on Middle East events.

The challenge to the League

is all the greater because—despite official public statements by the president and secretary of state which hold Israel blameless for the failure of the talks—there can no longer be the slightest doubt that there is a concerted attempt to put the onus on Israel by pro-Arabists in the media and by an orchestrated Arab propaganda apparatus.

With Israel already dangerously isolated economically and politically because of Arab oil and petrodollars, erosion of American sympathy and support will make her position all the more untenable.

The script for what will then happen is all too appar-

The First Lady Responds

THE WHITE HOUSE

March 29, 1975

Dear Mr. Graubard,

How much I appreciated your gracious letter telling of plans for the Women's Division Inaugural Luncheon of the Anti-Defamation League of B'nai B'rith. I look forward to being with you on Wednesday, June 11th at the Hotel Pierre in New York, and I am grateful for this opportunity to convey my best wishes to all who are actively involved in preparations for this special occasion.

With warmest regards,

Sincerely,

Betty Ford

America's first lady is being honored by the Anti-Defamation League.

Mrs. Gerald R. (Betty) Ford will be the guest of honor at the 1975 Inaugural Luncheon of the Women's Division Wednesday, June 11, at the Hotel Pierre.

Announcing the tribute, Mrs. Theodore H. Silbert, division general chairman, said that Mrs. Ford will be presented with "our most cher-



Mrs. Gerald R. Ford

ished honor," the Rita V. Tishman Award presented annually to a woman of distinction for outstanding contributions to the democratic ideal.

Describing the first lady as an inspiration and symbol for American womanhood, Mrs. Silbert declared that Mrs. Ford has earned the ADL salute because of her dedication to the equality of women and her leadership in advancing International Women's Year.

continued on page 4

Israel's Ambassador Addresses ADL



Simcha Dinitz (left), Israel's Ambassador to the United States—shown here with ADL national chairman Seymour Graubard—was the principal speaker at the League's National Inaugural Dinner in Palm Beach, Fla. Over 400 people attended the successful event.

The Tishman Award

The Rita V. Tishman Award which is being conferred upon Mrs. Gerald R. Ford by the ADL Appeal Women's Division is traditionally presented at the division's Inaugural Luncheon to a woman of distinction.

The division's highest honor, it was established in 1969 in recognition of the leadership and achievements of Mrs. Norman Tishman, a founder of the Appeal and a past chairman of the division.

Among the eminent women who have been presented with the Tishman Award are: Mrs. John V. Lindsay, Mrs. Meshulam Riklis, Dr. Lilly Bruck, Emily Genauer, Mrs. Theodore H. Silbert, and Mrs. William J. Levitt.



Lee Schooler

ent. Pressure will mount—as it did after the 1956 war when President Eisenhower forced Israel to evacuate the Sinai

Continued on page 2



JOEL BELLER AND JOSEPH NUSIM HONORED—The Curtain, Drapery, Linens and Domestic Division saluted Joel Beller of Alden's and Joseph Nusim of Jamesway Stores. Shown, l. to r., are: Honorary chairman Fred W. Kanter of Fred Kanter, Inc.; general chairman Irving S. Kosan of Vateco Manufacturing Co.; Mr. Nusim; Mr. Beller; and Ira Trueman of Ira Trueman Associates.



WINE & SPIRITS INDUSTRY SALUTES MORTON REIFER—The Wine and Spirits Division dinner was a testimonial to Morton Reifer, executive vice-president of Schieffelin and Co. Shown, l. to r., are: General chairman Bernard Goldberg, chairman of the board and president of The American Distilling Co.; ADL national director Benjamin R. Epstein, the guest speaker; Mr. Reifer; honorary chairman James H. McInerney, vice-president and general manager of National Distillers Products Co., who made the presentation; and dinner chairman Howard S. Bernon, eastern divisional sales manager of the California Wine Association.

ADL Interprets Israel

continued from page 1

Desert without adequate safeguards—for Israel to give up the territory which protects its borders without equivalent and equitable concessions from Egypt. Were Israel forced to do this, the Arabs would still maintain their state of war, their economic boycott and Israel would be more vulnerable than ever to whatever the next demand of the Egyptians or the Syrians may be.

And yet, who really was to blame? Who made concessions and who refused? Who was conciliatory and who was not?

The objective of the negotiations was clear. Israel was to give "a piece of land for a piece of peace." Israel made the offer: The Mitla and Gidi passes and the Abu Rudeis oil fields for an Egyptian statement of non-belligerency. Unfortunately Egypt, for whatever reason, was not prepared to take this step. Whatever happened, it wanted to continue the state of war and non-recognition of Israel.

Although these particular talks are suspended, the diplomatic phase of the Mideast conflict has not. There will be more negotiations, if not bilateral then multilateral at Geneva.

Nevertheless, the tension and the pressure on Israel has increased.

The issues must have an informed and able advocate on the American scene who can communicate the what and the why of the situation.

Lodge Salutes Forman

Aaron Forman, vice-president of Park Slope Lodge, B'nai B'rith, will be honored on May 20 at the annual Park Slope Division dinner in Colonial Mansion, Brooklyn. There will be a reception at six o'clock. His brother Milton is chairman, and Irving Siegel is co-chairman. ADL national commissioner Charles Seibel will be the guest speaker.

ADL's effectiveness in this role was most recently demonstrated with its exposure of the collusion of government agencies and American business with the Arab Economic Boycott of Israel in violation of American laws and principles. The League's investigations also turned up many examples of discrimination against Jews and other supporters of Israel not only by those yielding to the boycott but by shipping companies and banks hoping to profit by Arab investments.

The League's actions resulted in the most significant breach to date in Arab boycott activities. It has also led to congressional investigations, tightening of existing United States laws against discriminatory trading and commercial practices, and proposed new legislation which will be even more effective.

That ADL has been able to accomplish as much as it has is a tribute to the support it receives from contributors to the ADL Appeal.

The few million that ADL raises—its budget is approximately \$7 million—must somehow match the billions of petrodollars available for Arab propaganda.

Therefore every dollar you give must have a multiple effect. The more you give, the less the multiplier.

Help ADL tell Israel's story. Give as much as you possibly can.

Israel's "third front," American public opinion, depends on it.

Women's Apparel Awards

Susan Kurzon and Stuart A. Lewis of E. J. Korvettes will receive the Women's Apparel Division awards on Wednesday, May 21, at a luncheon in the Statler Hilton Hotel. A reception is scheduled for 12 noon. Chairmen of the event are: Stuart N. Lazar of A. J. Schneier and Son, Inc.; Howard Schimmel of Gold Medal Hosiery; and David A. Swiger of Empire Bloomer.

Hail Former Mayor



Robert F. Wagner

Former New York City Mayor Robert F. Wagner was honored by the Appeal's Electrical Industry Division. He received the ADL Civil Rights Award. The division chairman is Sidney P. Lipkins, chairman of the board of Broadway Maintenance Corp. Co-chairman of the event was Norman Lipkins, president of Broadway Maintenance.



ADL AWARD PRESENTED TO LANE KIRKLAND—ADL's "Heritage of Liberty" Award was presented to Lane Kirkland, secretary-treasurer of the American Federation of Labor, Congress of Industrial Organizations (AFL-CIO) for his "outstanding labor leadership, vanguard role in the struggle against bigotry." Hundreds of labor and business leaders from various parts of the country attended. Pictured at the event, left to right: Robert R. Nathan, national chairman of the Society of Fellows; dinner chairman Murray H. Finley, general chairman of the Amalgamated Clothing Workers of America; Mr. Kirkland, guest speaker John D. Rockefeller IV, president of West Virginia Wesleyan College and former Secretary of State for W. Va., and Isidore Becker, chairman of the Board of Rapid American Co., and an associate chairman of the New York ADL Appeal.



NEW ROCHELLE AWARD TO HERBERT PLATZNER—The New Rochelle Community Division presented its 1974 Wolfe Duberstein Human Relations Award to Herbert B. Platzner. Shown, l. to r., are: Judge Ben Mermelstein, honorary chairman; Hon. Murray C. Fuerst, chairman; New Rochelle Mayor Frank Garito; Mr. Platzner; Rabbi David Golovensky, a member of the executive committee; ADL national commissioner Warren Freedman, the guest speaker; and N.Y. State Supreme Court Justice Alvin Ruskin.



FOOD INDUSTRY SALUTES WALDBAUM'S ERNEST BROWN—The Food Industry Division and Harvest Lodge, B'nai B'rith, honored Ernest A. Brown, Jr., vice-president of Waldbaum's, Inc., at their fall dinner-dance. Shown, l. to r., are: Frederick Gash, honorary chairman; Lester J. Waldman, member of ADL's national civil rights committee and counsel and planning director of the N.Y. Society for the Deaf; Ira Waldbaum, honorary chairman; David Karin, chairman; Mr. Brown; Dore Schary, honorary national chairman of the League and guest speaker; A. Joseph Ferolie, honorary chairman; and Milton Mishalow, president of Harvest Lodge and co-chairman of the event.



METALS HONORS LENNARD AND TV NEWSCASTER ROLLAND SMITH—The Metals and Metal Products Division honored Gerald L. Lennard, president and chairman of the board of Gerald Metals, Inc., and presented its Public Service Award to Rolland Smith of WCBS-TV, Channel 2 News. Shown, l. to r., are: Kurt E. Reinsberg and H. Fred Baerwald, associate chairmen; Mr. Smith; Theodore Freedman, ADL director of national program and community service, the guest speaker; Harold Ames, associate chairman; Mr. Lennard; Herbert Barchoff, co-chairman; Malcolm D. Mogul, associate chairman; Warren H. Vogelstein, dinner chairman; Melvin Dubin, associate chairman; and Fritz Rosenthal, co-chairman.



COMMUNICATORS DINNER CELEBRATES SCHAEBERLE AND SHAPIRO—Robert M. Schaeberle, chairman of the board and chief executive officer of Nabisco, Inc., was guest of honor at the annual dinner of the Advertising, Broadcasting and Communications Industries Division, and ADL National Commissioner S. O. "Shap" Shapiro, president of Tampra Consulting, Inc., received the division's 1974 Samuel Dalsimer Human Relations Award. Shown, l. to r., are: Maxwell Dane, co-founder of Doyle Dane Bernbach and chairman of ADL's national program committee; John H. Peace, chairman of the board and chief executive officer of William Esty Co., Inc.; Mr. Shapiro, co-chairman of the League's national public relations committee; ADL national commissioner, Emil Mogul, president of Screen Gems Radio Stations, Inc.; Benjamin R. Epstein, ADL national director; dinner chairman Paul R. Dooling, president of William Esty Co.; Mr. Schaeberle, and Matthew B. Rosenhaus, Nabisco vice-chairman of the board and president of J. B. Williams.



STANLEY BUDNER AND SOL HIMMELMAN FETED BY PUBLISHERS—The annual Publishers Division Dinner honored Stanley Budner, president of Delmar News Agency, Inc., Wilmington, Del., and Sol N. Himmelman, executive vice-president of Independent News Co., Inc., a division chairman for eight years. Shown seated, l. to r., are: Honorary chairman S. O. "Shap" Shapiro of Tampra Consulting; ADL national commissioner Burton S. Levinson, the guest speaker; division executive cabinet member Dwight Yellen of Select Magazines; Mr. Himmelman; Mr. Budner; and chairman Al Racho of I.C.D.—Hearst. Standing, l. to r., are: William Aschmann of District News, Wash., D.C., who made the presentation to Mr. Himmelman; honorary chairman Samuel Scheff; cabinet member Matthew Huttner of Pyramid Publications; Emerson Egbert of Pocket Books—Ace Distribution, Inc., who presented award to Mr. Budner; William Sarnoff and Frank Herrera of Independent News; and honorary chairman John L. Goldwater of Archie Enterprises.



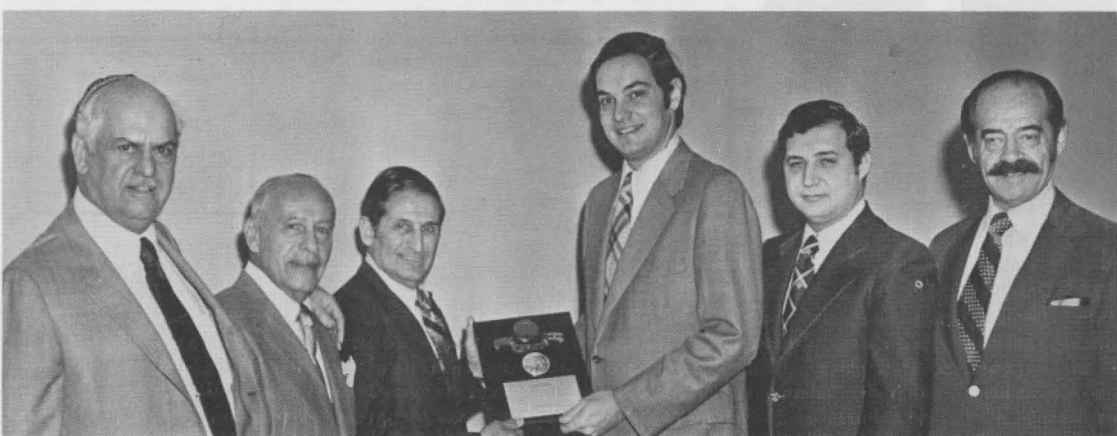
GERTRUDE ALMAN FETED BY JEWELERS—Gertrude Alman, executive vice-president of Allied Stores Marketing Corp., was guest of honor at the autumn dinner of the Jewelry and Accessories Division. Shown, l. to r., are: Co-chairman Edward Streim and Marc J. Rothenberg of Monet Jewelers; general chairman Murry M. Rothenberg of Monet; Ms. Alman and her husband, Bruce C. Stern; Rabbi Irving Kleiman, who gave the invocation; and guest speaker Theodore Freedman, director of ADL's national community service division.



PENNY COHN AND JEROME SYKES LAUDED—Penny Cohn of Franklin Stores, a division of Cornwall Equities, Ltd., and Jerome Sykes of Abraham and Strauss were guests of honor at the Children's and Infants' Wear Division luncheon. Shown, l. to r., are: ADL national director Benjamin R. Epstein, the speaker; Bernard Kossar, vice-president of Franklin Stores; Miss Cohn; division chairman Seymour D. Gort of Gort International; Jerome Kaufman, president of Tidykins; Mr. Sykes; and co-chairman William Katz of Elkay Industries Inc.



MUSIC AND PERFORMING ARTS PAY TRIBUTE TO LASKER—The Music and Performing Arts Division presented its 1975 Lion of Judah Human Relations Award to Jay Lasker, former president of ABC Records. Shown, l. to r., are: Bob Austin, publisher of Record World, last year's recipient of the award; Ira Moss, president of Pickwick International, U.S.A., president of Music and Performing Arts Lodge, B'nai B'rith, which co-sponsored the event; Jack Grossman, president of Jack Grossman Enterprises, who received the first award in 1969; Mr. Lasker; Seymour Leslie, chairman of the board of Pickwick International and co-chairman of the luncheon; Gov. Milton J. Shapp of Pennsylvania and former U.S. Congressman Allard Lowenstein, the guest speakers; David Rothfeld, vice-president of Korvettes and chairman of the testimonial; Sam Goody, president of Sam Goody's; and Jerold Rubinstein, chairman of the board of ABC Records.



RIVERDALE BREAKFAST FETES DAVID WOLF—The Riverdale Division feted David Wolf at its annual breakfast. Shown, l. to r., are: Chairman Ike Levin; co-chairman Joseph F. Loveman; Mr. Wolf; City Councilman G. Oliver Koppell, who made the presentation; guest speaker Abraham H. Foxman, ADL director of national leadership; and co-chairman Morris B. Gerstenhaber.



ALFRED B. DELBELLO ACCEPTS AWARD—The Westchester Division presented its newly established Community Service Award to County Executive Alfred B. DelBello. Shown, l. to r., are: Dinner chairman Charles R. Scott, Jr., of Otis Elevator Company; Joseph P. Tonelli, who made the presentation; guest speaker David Schoenbrun, the noted commentator; and Mr. DelBello.



FOREST HILLS LAUDS SIDNEY BIEGELSON—The Forest Hills Division gave its annual tribute to Sidney H. Biegelson. Shown, l. to r., are: Chairman Ruby Silberman; Mr. Biegelson; Rabbi Ben Zion Bokser, spiritual leader of Forest Hills Jewish Center, where the breakfast was held; and guest speaker Moses L. Kove, chairman of the New York Taxi and Limousine Commission.

Inaugural Dinner

continued from page 1
chairman of the Publications Committee. He is the long-time Treasurer and a member of the Executive Committee of the New York Civil Liberties Union.

In communal and civic activities, he is chairman of the Public Relations Committee of the United Jewish Appeal and Federation of Jewish Philanthropies. He has been a trustee of Central Synagogue, Citizens Union and the Citizens Budget Commission and is currently on the Board of Managers of Haverford College. During his business career he was chairman of the Equal Employment Opportunities Committee of the American Association of Advertising Agencies.

Two years ago he achieved a degree of distinction by being among the top ten on former President Nixon's "enemies" list.

He was one of the three principal founders of Doyle Dane Bernbach, one of America's largest and most prestigious advertising agencies. At retirement three years ago, he was chairman of the Executive Committee, Treasurer and Secretary. He is currently on the Board of Directors.

Gomez Award To Abrams



Abrams Schary

The newly organized Book Publishers Division will present its Benjamin Gomez Award to Harry N. Abrams, president of Harry N. Abrams Co., art book publisher, at a May 7 luncheon in the New York Hilton Hotel. The presentation will be made by Dore Schary, ADL honorary national chairman. Seymour Turk, president of Simon and Schuster, Inc., was chairman.

The award was named for Benjamin Gomez, the first American Jewish bookseller and publisher, who opened his shop at 32 Maiden Lane, New York City, in 1971. Benjamin Gomez served Congregation Shearith Israel in various offices, including treasurer and president. He was also an early Jewish juror in the city.

DO YOU CARE . . .

About the kind of world your children and grandchildren will live in? You can plan today for their tomorrow by including the Anti-Defamation League in your estate.

For detailed information and a "Declaration of Intent," please write to:

Charles Goldring, Chairman
Wills, Legacies & Endowments
Committee, Anti-Defamation
League of B'nai B'rith
315 Lexington Avenue
New York, N.Y. 10016



LONG BEACH SALUTE—The Long Beach Division honored Isidore Komanoff, economist, stock broker and community leader, at its annual breakfast. Shown, l. to r., are: Division chairman Emanuel Goldstein, and Mrs. and Mr. Komanoff.

First Lady

continued from page 1

Serving as luncheon chairman is Mrs. William J. Levitt, Mrs. Ford's immediate predecessor as a recipient of the Tishman Award.

Among the honorary chairmen who have agreed to serve are: Mrs. Abraham D. Beame, Dr. Lilly Bruck, Mrs. Dwight D. Eisenhower, Ms. Emily Genauer, Commissioner of Consumer Affairs Elinor Guggenheimer, Mrs. Lyndon B. Johnson, Mrs. Herbert H. Lehman, Mrs. John V. Lindsay, and Miss Bess Myerson.

Associate Chairmen are: Miss Polly Bergen, Mrs. Nathan Cummings, Mrs. Martin A. Fisher, Mrs. Seymour Graubard, Mrs. Mary Wells Lawrence, Mrs. Albert List and Mme. Pauline Trigere.

Mrs. Ford, the former Elizabeth Anne Bloomer of Chicago, Ill., where she was born, and Grand Rapids, Mich. where she grew up and was schooled, had a career as a dancer, model and fashion coordinator before her marriage.

A graduate of the Bennington School of Dance in Vermont, she also studied with the foremost exponents of the modern dance: Martha Graham, Doris Humphrey, Charles Weidman and Hanya Holm. After performing with the famous Graham Concert Group, she returned to Grand Rapids where she led her own dance group. Once resettled in her home community, she began to participate in voluntary activities, working particularly with handicapped children.

Inevitably, Mrs. Ford has had an important role in the flowering of her husband's career as he served as a Congressman, was elected Minority Leader by his colleagues who later overwhelmingly endorsed him as he was elevated to the vice-presidency and the Oval Office.



Mrs. Silbert



Mrs. Levitt

As the wife of a government official, Mrs. Ford had two homes and lived in two communities. In Grand Rapids, she belonged to the Grand Rapids Junior League, the Republican Club and the Grace Episcopal Church. In Washington her activities embraced the International Wives Group, the 81st Congressional Wives Club, the bipartisan Congressional Club, the Republican Wives Club, the Board of Directors of the League of Republic Women in the District of Columbia and the presidency of the Senate Red Cross. She also was program chairman for the Cancer Society Campaign in Alexandria, Va.

The Inaugural Luncheon Committee includes (partial listing): Mrs. Herbert H. Barchoff, Mrs. Sol Cantor, Mrs. Stephen Chan, Mrs. Arthur G. Cohen, Mrs. Ezra Denerstein, Mrs. Morton H. Farber, Mrs. George Feldman, Mrs. Martin Fisher, Mrs. Henry Goldberg, Mrs. Oscar Hammerstein, II, Mrs. Matthew Kornreich, Mrs. William Lasdon, and Mrs. Lionel Levy.

Also Mrs. Louis Lefkowitz, Mrs. Arthur Levien, Mrs. Noel Levine, Mrs. Samuel Levine, Mrs. Albert List, Mrs. William Mazer, Mrs. Robert Raisler, Mrs. David Rasch, Mrs. Harry Ross, Mrs. Edwin M. Slote, Mrs. Alan V. Tishman, Mrs. Lawrence Utal, and Mrs. Saul Weinsier.

Levitts Host Luncheon

La Colline, Mill Neck, the home of Mr. and Mrs. William Levitt, was the setting for a luncheon meeting recently of the committee for the tribute to Mrs. Gerald R. Ford.

Mr. Levitt, the noted builder and philanthropist, joined his wife, chairman of the Inaugural Luncheon, in hosting the committee.

In planning the Inaugural, the Committee set \$250 as the minimum contribution to the ADL Appeal. They also established the following categories: Benefactor, \$5,000; Guardian, \$1,000; Patron, \$500; and Sponsor, \$250.

Tony Randall Is Guest



Tony Randall

Tony Randall, star of television, stage and screen, was the guest of honor of the Five Towns Women's Division of the Anti-Defamation League Appeal, at a luncheon in the home of Mrs. Lawrence M. Reed of Hewlett Bay Park.

Mrs. Adrian Brodey of Lawrence is chairman of the division, and Mrs. Albert Brodlieb of Woodmere was luncheon chairman.

Guest speaker at the luncheon was Nathan Perlmutter, ADL assistant national director in charge of Development and Planning.

Luncheon co-chairmen included Mrs. A. Harry Fishman of Hewlett Harbor and Mrs. Harry B. Sale of Woodmere. Vice-chairmen of the division are Mrs. Sydney Engel and Mrs. Alvin Boslow of Hewlett Harbor.



INSURANCE ADMINISTRATOR SALUTED—George K. Bernstein, former Federal Insurance Administrator with the U.S. Department of Housing and Urban Development, was guest of honor at the Fire and Casualty Insurance Dinner. Shown, l. to r., are: Benjamin E. Gelerman of Consolidated Mutual Insurance Co., who made the presentation; guest speaker, Seymour D. Reich, chairman of ADL New York Regional Board, Mr. Bernstein, and chairman Emanuel Levy, editor of Insurance Advocate.



CORSET AND BRASSIERE DINNER CITES BUYERS—Buyers Pearl M. Petroph of Ohrbach's and Irene Lee Szekely of Gertz Long Island received the tribute of the Corset and Brassiere Division at its annual dinner. Shown, l. to r., are: Chairman Irving Peck of Peck and Co.; Miss Petroph; vice-chairman Steve Delman of Splendorform, Inc.; Miss Szekely; vice-chairman Leonard A. Jacobs of H. W. Gossard and Co.; and guest speaker Commissioner Moses L. Kove, chairman of the New York Taxi and Limousine Commission and a member of ADL's national advisory council.



ROCKAWAY HONOREE IS SEYMOUR SHELDON—The Rockaway Division of the Anti-Defamation League Appeal honored Seymour Sheldon, Democratic leader of the 22 Assembly District, second from right. Borough President Donald R. Manes of Queens presented ADL's Torch of Liberty Award to him. Morris Gaines, who presided, is at left. At right is Martin Tublin, president of Equality Lodge.



MT. VERNON HAILS MRS. BERNARD BARISH—Community leader Mrs. Bernard (Min) Barish won the applause of the Mt. Vernon Division at its annual autumn dinner. Shown, l. to r., are: Chairman Gerald G. Bernheimer; Mrs. Barish; Rabbi James H. Perman, spiritual leader of the Free Synagogue of Westchester, who made the presentation; and guest speaker Theodore Freedman, ADL director of national program and community service.



BROOKS TRIBUTE—John W. Brooks, center, chairman of the board of Celanese Corp., was recipient of the Textile and Knitgood Division's annual award. Shown with him are the division co-chairmen, Roy Reubel, left, of J. P. Stevens and Co., and John M. Bendheim of M. Lowenstein and Sons.

Sportswear Lauds Two

Marvin Adelglass of Fashion Buying Service and B. Robert Floum of Venture Merchandising Corp. will be guests of honor at the annual Blouse, Skirt and Sportswear dinner at the Plaza Hotel. Donald W. Jacobson of It's a Way of Life, Ltd., is chairman. Honorary chairmen are Kenneth Brackman of Valerie Sportswear, Ltd., and Eli L. Rousso of Russ Togs, Inc. Serving as associate chairmen are Zachary H. Buchalter, Adorence Co., Inc.; Jeffrey Brackman, Valerie Sportswear; William Hass, Certified Buying Service, Inc.; Seymour Kaplan, Trissi, Inc.; and Julius B. Rosen, Chic Togs Fashions, Inc.



PHOTOGRAPHERS EVENT—Guest of honor at one of the most successful events ever held by the Photographic Industry Division was Bernard B. Deitchman, center, senior vice-president of Ehrenreich Photo-Optical Industries, Inc. Ehrenreich's chairman of the board Joseph C. Abbott, right, made the presentation. Jonathan Ehrenreich, left, is the firm's vice-president and marketing manager. Dinner chairmen were Fred Albu of The Camera Barn and ADL national commissioner Nat Kameny of Kameny Associates, Inc.

Lawyers Salute Trubin

John Trubin, a senior partner in the law firm of Trubin Sillcocks Adelman and Knapp, will be the Lawyers Division's guest of honor on June 19, at a dinner in the Waldorf-Astoria Hotel. Edward N. Costikyan is chairman of the event. A former chairman of the Lawyers Division, Mr. Trubin serves on the Appeal Board of Governors. He is also a member of the League's National Law and European Affairs Committees and the New York Regional Board.



Trubin



Brout



Frederiksen



Eisner

Accountants Testimonial

Henry Brout, senior partner in Brout and Company and Frank G. Frederiksen, senior vice-president of Chemical Bank, will be honored by the Accountant, Factors, Finance, Bankers and Credit Executives Division on June 19, at a dinner in the Waldorf-Astoria Hotel. Richard A. Eisner of Richard A. Eisner and Co. is general chairman of the division.

ANTI-DEFAMATION LEAGUE APPEAL
315 LEXINGTON AVENUE
NEW YORK, N. Y. 10016

Non-Profit Org.
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NEW YORK, N. Y.
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THE WHITE HOUSE

WASHINGTON

May 27, 1975

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

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

EVENT: Inaugural Luncheon

GROUP: Women's Division of the Anti-Defamation League of
B'nai B'rith

DATE: Wednesday, June 11, 1975

TIME: 11:30 a.m. Private Reception
12:30 p.m. Luncheon

PLACE: Hotel Pierre, New York City

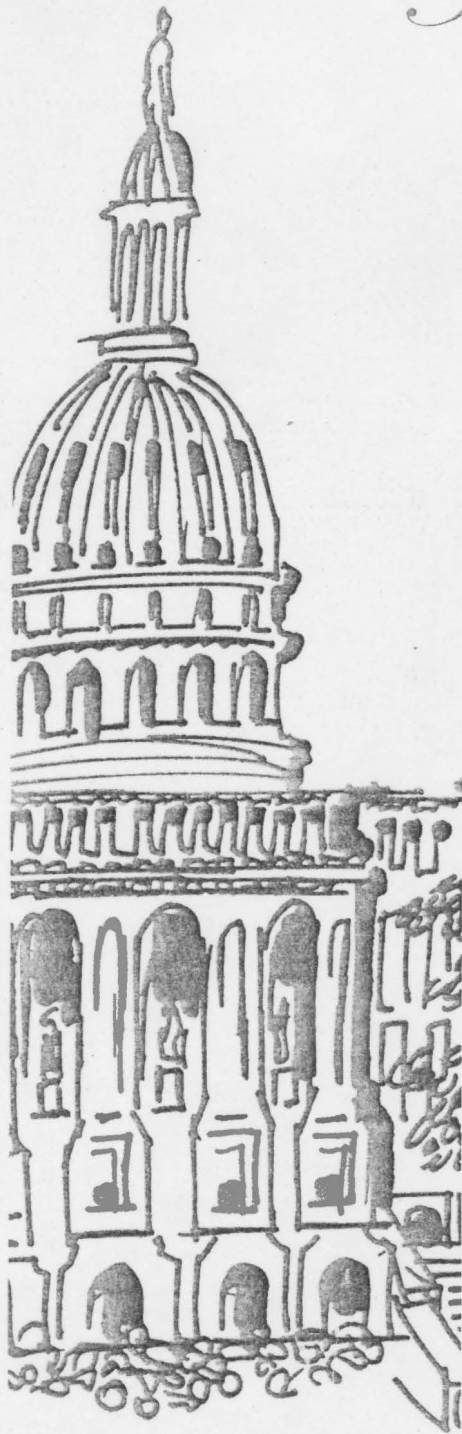
CONTACT: Mrs. Roberta Felson (professional contact)
(212) MU9-7400

Mrs. William J. Levitt, Luncheon Chairman (volunteer)
(516) 922-4646

COMMENTS: Mrs. Ford will be guest of honor at the June 11th Luncheon and will receive the "Rita V. Tishman Human Relations Award" expressing their thanks and admiration for Mrs. Ford's leadership in honor of International Women's Year. It should be noted that the Israeli Ambassador will be tied up in Washington with the working visit of Prime Minister Rabin of Israel. The file is attached. Thank you.

c: BF Staff
Red Cavaney
Warren Rustand
William Nicholson
Jeanne Davis
William Barcoody
Patricia Lindh
Rex Scuten
Staircase

America's First Lady



The first lady of the United States
has a special place in the hearts
of all Americans.

We regard her with an affection that
transcends politics and partisanship.

She is at once inspiration, symbol
and model to the nation.

For American women particularly,
the first lady has a preeminent role to
play in their struggle for recognition
as equals by right and by law.

In the great tradition of presidential
consorts, Mrs. Gerald R. "Betty" Ford
has won our admiration and regard for
her modesty, forthrightness and
commitment to the highest ideals and
principles of our democratic credo.

She is a superb representative of
American womanhood, combining
beauty of person with integrity of
character and intelligence of mind.

She cannot simply be described
as the woman behind the successful
man but as an individual who has
fulfilled herself in many ways—
as a dancer with the noted Martha
Graham Concert Group before
her marriage, as wife and mother,
as a participant in politics
and as a volunteer in
humanitarian activities.

In presenting her with our
cherished Rita V. Tishman Award
during this International Women's
Year, we of the Anti-Defamation
League pay tribute to all that is
best in ourselves and to the
dedication we share in common
toward the fulfillment of America's
democratic promise.



The Women's Division
of the
Anti-Defamation League Appeal
requests the pleasure of your company
at our
Inaugural Luncheon
in tribute to
MRS. GERALD R. FORD
who will receive the
Rita V. Tishman Human Relations Award
Wednesday, June 11, 1975
at the
Hotel Pierre
New York City
twelve noon

R.S.V.P.
Card Enclosed

Minimum Gift to the
1975 ADL Campaign
Two Hundred and Fifty Dollars



PROGRAM

MRS. WILLIAM J. LEVITT
Luncheon Chairman, presiding

RABBI RONALD SOBEL
Senior Rabbi—Congregation Emanu-El

MR. SEYMOUR GRAUBARD
National Chairman, ADL

MRS. NORMAN TISHMAN
Honorary Chairman, Women's Division

Presentation to
ELIZABETH B. FORD
by

MRS. THEODORE H. SILBERT
General Women's Division Chairman

MRS. GERALD R. FORD

MR. GEORGE BALANCHINE
world famous choreographer,
will present a surprise in honor of The First Lady

MR. ALAN KING



Committee for the Luncheon

Mrs. Theodore H. Silbert
General Chairman

Mrs. William J. Levitt
Luncheon Chairman

Honorary Chairmen

Mrs. Abraham D. Beame
Dr. Lilly Bruck
Mrs. Dwight D. Eisenhower
Ms. Emily Genauer
Comm. Elinor Guggenheimer

Mrs. Lyndon B. Johnson
Mrs. Herbert H. Lehman
Mrs. John V. Lindsay
Miss Bess Myerson
Mrs. Nelson A. Rockefeller

Associate Chairmen

Mrs. David Anderson
Miss Polly Bergen
Mrs. Nathan Cummings
Mrs. Martin A. Fisher

Mrs. Seymour Graubard
Mrs. Danny Kaye
Mrs. Joseph Lauder
Mrs. Albert List

Mrs. Mary Wells Lawrence
Mrs. Harry Ross
Ms. Eugenia Sheppard
Mme. Pauline Trigere

Luncheon Committee*

Mrs. Leonard Arkin
Mrs. Claude Arpels
Mrs. Herbert Barchoff
Mrs. Arthur Belfer
Mrs. Nathan C. Belth
Mrs. I. Jack Bernstein
Mrs. Adrian Brodey
Mrs. Joseph Brodie
Mrs. Sol Cantor
Mrs. Stephen Chan
Mrs. Curtis E. Claymont
Mrs. Arthur G. Cohen
Mrs. Arthur Coller
Mrs. Lester Dembitzer
Mrs. Ezra Denerstein
Mrs. Murry Drucker
Mrs. Benjamin R. Epstein
Mrs. Morton H. Farber
Mrs. George Feldman
Mrs. Sidney Feuerstein
Mrs. Arnold Forster
Mrs. Benjamin Friedman

Mrs. Henry Goldberg
Mrs. Jack A. Goldfarb
Mrs. John L. Goldwater
Mrs. Oscar Hammerstein
Mrs. Leon Hoffman
Mrs. Alan King
Mrs. Matthew Kornreich
Mrs. Moses L. Kove
Mrs. Louise Bachrach Lane
Mrs. William Lasdon
Mrs. Richard M. Lederer
Mrs. Louis Lefkowitz
Mrs. Samuel LeFrak
Mrs. Lionel Levey
Mrs. Arthur Levien
Mrs. Noel Levine
Mrs. Samuel Levine
Mrs. Ellen McCluskey Long
Mrs. Joseph L. Mailman
Mrs. William Mazer
Mrs. Herman Merinoff
Mrs. Clyde M. Newhouse

Mrs. J. Bruce Pastner
Mrs. Gladys Rackmil
Mrs. Robert Raisler
Mrs. David Rasch
Mrs. Harold Reed
Mrs. Benjamin M. Reeves
Mrs. Harry J. Riker
Mrs. Barnett Robinson
Mrs. Alfred Rosenberg
Mrs. William Rosenwald
Mrs. Harold Rubenstein
Dr. Lucille Blum Sachs
Mrs. Arthur Schaefer
Mrs. Lee Schooler
Mrs. Patrice Munsel Schuler
Mrs. Edwin Slote
Mrs. Rollin Sontag
Mrs. Meyer Steinberg
Mrs. David Susskind
Mrs. Alan V. Tishman
Mrs. Lawrence Uttal
Mrs. Saul Weinsier
Mrs. Joseph S. Wohl

Roberta Felsen
Director

Dorothy Gottlieb
Asst. Director

*Committee in Formation



3-20

FYI

THE WOMEN'S DIVISION
OF THE
ANTI-DEFAMATION LEAGUE APPEAL
ANNOUNCES WITH GREAT PRIDE
THAT
MRS. GERALD R. FORD
WILL BE THE GUEST OF HONOR AT THE
INAUGURAL LUNCHEON*
WEDNESDAY, JUNE 11, 1975

*(ON THIS OCCASION
THE RITA V. TISHMAN HUMAN RELATIONS AWARD
WILL BE PRESENTED TO BETTY FORD)

MRS. WILLIAM J. LEVITT
Luncheon Chairman

MRS. THEODORE H. SILBERT
General Chairman, Women's Division

(FORMAL INVITATION TO FOLLOW)



March 29, 1975

Dear Mr. Graubard,

How much I appreciated your gracious letter telling of plans for the Women's Division Inaugural Luncheon of the Anti-Defamation League of B'nai B'rith. I look forward to being with you on Wednesday, June 11th at the Hotel Pierre in New York, and I am grateful for this opportunity to convey my best wishes to all who are actively involved in preparations for this special occasion.

With warmest regards,

Sincerely,

/s/ Betty Ford

Mr. Seymour Graubard
National Chairman
Anti-Defamation League
of B'nai B'rith
315 Lexington Avenue
New York, New York 10016

SP/sn

c: ✓ BF Accepted (June 11, 1975, New York City)
Warren Rustand
Jeanne Davis
William Baroody
Sheila Weidenfeld



ANTI-DEFAMATION LEAGUE

of B'nai B'rith

NATIONAL CHAIRMAN
SEYMOUR GRAUBARD
315 LEXINGTON AVENUE
NEW YORK, N. Y. 10016

March 18, 1975

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

Dear Mrs. Ford:

We are delighted that you have graciously accepted our invitation to be the guest of honor at the Women's Division Inaugural Luncheon of the Anti-Defamation League of B'nai B'rith on Wednesday, June 11, 1975, at the Hotel Pierre in New York City. The luncheon is scheduled to begin at 12 o'clock.

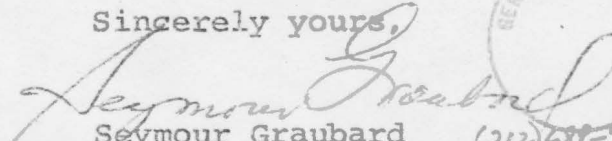
We have, in the past, presented at this luncheon the "Rita V. Tishman Human Relations Award" to a woman of outstanding distinction. The recipients have included Pulitzer Prize winner Emily Genauer; Mrs. William J. Levitt; former Commissioner of Consumer Affairs, Bess Myerson; Mrs. John V. Lindsay and Betty Furness. Honorary Chairmen of these functions have included such prominent women as Mrs. Nelson A. Rockefeller, Mrs. Lyndon B. Johnson and Mrs. Dwight D. Eisenhower.

This year, however, we have created a Special Award to present to you, expressing our thanks and admiration for your leadership in honor of International Women's Year.

We expect over 500 participants at the luncheon, and you may rest assured that we will do our utmost to make this event the highlight of our activities worthy of your person and position.

I look forward to welcoming you personally on June 11 at the luncheon.

Sincerely yours,


Seymour Graubard
National Chairman

SG:slh



(212) 681-7400

MEMORANDUM

NATIONAL SECURITY COUNCIL

March 11, 1975

MEMORANDUM FOR SUSAN PORTER

FROM: Jeanne W. Davis

SUBJECT: Inaugural Luncheon of the Women's Division of the
Anti-Defamation League of B'nai B'rith Invitation
to Mrs. Ford

The NSC has no objection on foreign policy grounds to Mrs. Ford's accepting their invitation to be guest of honor. We would appreciate having the opportunity of reviewing Mrs. Ford's remarks.

THE WHITE HOUSE

WASHINGTON

March 18, 1975

MEMORANDUM FOR: SUSAN PORTER

FROM: BILL BAROODY, JR. (2)

Regarding your memo of March 7th on Mrs. Ford's appearance at the Inaugural Luncheon of the Women's Division of the Anti-Defamation League of B'nai B'rith, both Ted Marrs and I think this would be an excellent appearance. Pat Lindh, Special Assistant for Women's Affairs of my staff, should accompany Mrs. Ford or -- if need be -- represent her.

No,
PER PAT
LINDH;
SHE THINKS
BF IS
ENOUGH.



March 7, 1975

MEMORANDUM TO: JEAN DAVIES
WILLIAM BAROODY

FROM: SUSAN PORTER

Mrs. Ford has received the attached invitation to attend the Inaugural Luncheon of the Women's Division of the Anti-Defamation League of B'nai B'rith to take place in June (not April). May I have your comments regarding Mrs. Ford's participation as soon as possible.

Thank you.



APR 13 1975

January 10, 1975

Dear Mrs. Ford:

As the representative for thousands of women committed to constructing a society free of hate, bigotry and discrimination, I am privileged to extend a cordial invitation to you to be the guest of honor at the Inaugural Luncheon of the Women's Division of the Anti-Defamation League of B'nai B'rith on Thursday, April 17, 1975 at the Hotel St. Regis in New York City.

We plan to give tangible expression to our admiration for you as an individual of wisdom and courage and as the nation's first lady by presenting you with the highest award in our power to bestow.

Known as the "Rita V. Fishman Human Relations Award," it is presented annually to a woman of outstanding distinction. You will recognize many of the previous recipients such as the Pulitzer Prize winner, Emily Genauer; Mrs. William J. Levitt; former Commissioner of Consumer Affairs, Bess Myerson; Mrs. John V. Lindsay; Betty Furness; etc. -- and, Honorary Chairmen of these functions have included such prominent women as Mrs. Nelson A. Rockefeller, Mrs. Lyndon B. Johnson and Mrs. Dwight D. Eisenhower.

Traditionally, several hundred women -- the social, business, political, educational and cultural leaders of this metropolitan area -- attend this luncheon and participate in the brief proceedings. This year -- International Women's Year -- our audience will include eminent women from all over the country and some guests from abroad.

I look forward with great anticipation to your affirmative reply.

Very sincerely

THS:db

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

Mrs. Theodore H. Silbert

bcc: David Brody

(212) 922-3610



COLUMBIA RECORDING STUDIOS

49 East 52 Street
New York, New York 10022
(212) 765-4321

June 13th, 1975

Dear Ron:

Thought you might like to pass along this tape
to Mrs. Ford.

Herx visit to NYC for the Anti Defamation Luncheon,
and a rare interview of Martha Graham done on a.m.
America, last Friday morning.

Regards,

Cordially,


Tony Janak

621 Junard Blvd.
West Hempstead, NY 11552



GERALD R. FORD LIBRARY

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

- Audiovisual Unit
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 Ford Museum in Grand Rapids

- Item: Sound recording
1) Tape of BF at Anti Detamation Luncheon in NYC on 6/12/75
2) Tape of interview with Martha Graham on AM America
on 6/6/75

sent by Tony Janak Columbia Recording Studios.

The item was transferred from: Weidentfeld Box 16
6/11/75 NYC (2)



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