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Ronald Reagan Library

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Withdrawer

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File Folder MARCH 1984 INCOMING (5)

FOIA

F97-0066/19

Box Number 18

COHEN, D

21

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	LIST	LIST OF GUESTS REPRESENTING AMERICAN CANCER SOCIETY (PARTIAL)	1	ND	B6

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

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B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE

WASHINGTON

March 22, 1984

Fill

MEMORANDUM FOR MICHAEL DEAVER

FROM: CAROLYN SUNDSETH *Caroly*

SUBJECT: Baptist Fundamentalism '84

Per your request, enclosed is information on Baptist Fundamentalism '84. This event was originally approved for 1:30 p.m. on Thursday, April 12. Jerry Falwell requested a drop-by on Friday evening at 7:00 p.m. instead. The program was printed before they knew the President was going to be there.

*Phil
How does this
work with WH
w/resp. Dinner
with eh is Blael
Jul 7 Is this
5 minutes of
remarks or
speech?*

AN INVITATION

DEAR FRIEND:

Baptist Fundamentalism '84 will be a history-making event which is being planned especially for you and the leaders of your church. This will be the first gathering of such magnitude for independent Baptist churches. One of the purposes of this historic meeting is to reaffirm the doctrines of the Fundamental Baptist movement today.

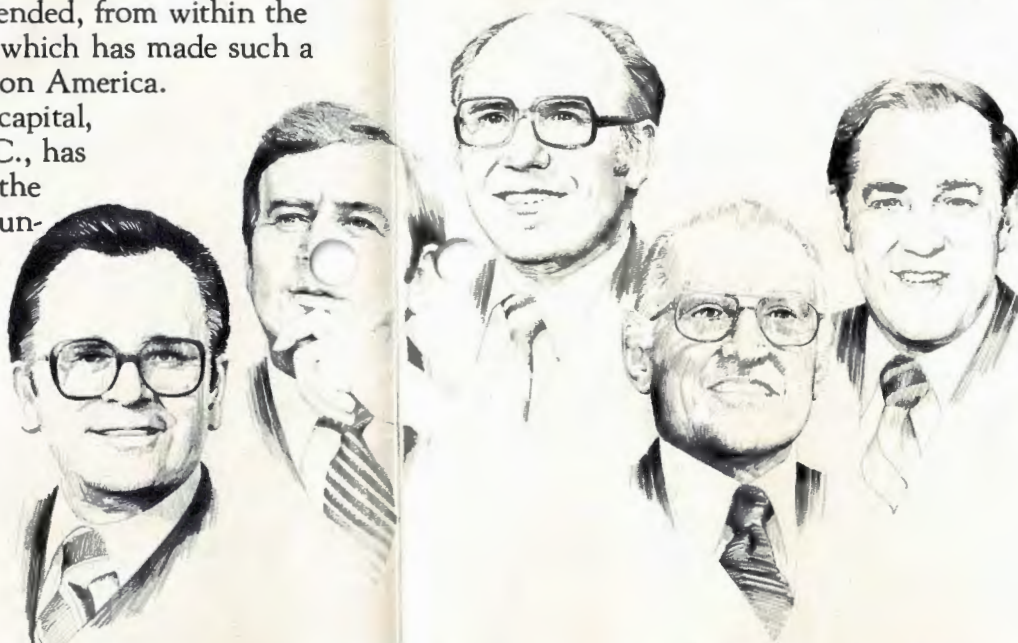
As co-chairmen for this event, we believe that for too long Fundamentalism has been misunderstood, maligned, and misrepresented by those outside the movement. We are proud of our heritage. It is time that we defended, from within the movement, that which has made such a dynamic impact on America.

The nation's capital, Washington, D.C., has been selected as the site for Baptist Fundamentalism '84. Washington's strategic location offers

Fundamentalists the opportunity to project their identity in the nerve center of public opinion makers. President Reagan has been invited to bring the closing address on Friday night.

We are calling Baptist Fundamentalism '84 "The Event of the Century." We challenge you to be part of the excitement as Fundamentalists look forward to the future with commitment, purpose, and unity of spirit. Make your plans now to attend Baptist Fundamentalism '84, April 11, 12, and 13, 1984...The Event of the Century.

The Co-chairmen



Raymond Barber
Worth Baptist Church
Fort Worth, Tex.

Jerry Falwell
Thomas Road Baptist Church
Lynchburg, Va.

Dan Gelatt
First Baptist Church
Elkhart, Ind.

John Rawlings
Landmark Baptist Temple
Cincinnati, Ohio

Tom Wallace
Beth Haven Baptist Church
Louisville, Ky.

The leadership of Baptist Fundamentalism has listed the following as goals for this convention:

- 1) To reaffirm the message and ministry of independent fundamental Baptists and previous such congresses have done.
- 2) To provide an opportunity for fellowship and cooperation among fundamental Baptists and to inspire all of us on to greater service for Christ.
- 3) To promote the local church's role in world evangelization.
- 4) To declare to this nation and world that New Testament Fundamentalism is growing and committed to world evangelization.
- 5) To witness to this nation and world the message of redemption.
- 6) To destroy myths about Fundamentalism.

The leadership of Baptist Fundamentalism '84 desires that the motivation for this convention be clearly understood.

- 1) We will not attempt to represent or pretend to speak for all independent Baptists or any group particular.
- 2) We will not attempt to form any permanent organization, fellowships, super-movement, council, board, or other group.
- 3) We will not speak unfavorably of any brethren who do not participate for any reason.
- 4) We will not attempt to organize committees to endorse or oppose any political candidates for office.

This convention is especially designed for fundamental pastors, church staff members, and laymen. It is open to all men and women who want to attend and learn more about advancing the cause of Christ on this earth through Fundamentalist churches.

SCHEDULE

WEDNESDAY

April 11 **7:00 p.m.** Wendell Zimmerman
"The Inerrant, Infallible Word of the Living God"
8:00 p.m. Truman Dollar
"Bible Teaching that Establishes Civil

**A SELLOUT IS EXPECTED. IT IS
IMPORTANT TO REGISTER
IMMEDIATELY!**

All registration for Baptist Fundamentalism '84 must be completed immediately. This brochure is a registration form. Please provide the requested information, enclose payment, and return the form as soon as possible.

Additional information and identification for entrance to the convention will be mailed upon receipt of registration and payment. Visa or Master Card are also accepted.

After you register for Baptist Fundamentalism '84, you will receive additional information concerning hotels and registration procedures. A professional convention agency has been secured to coordinate air travel and hotel reservations and will furnish you with a complete information packet. Approximately 10,000 rooms in various major hotels are reserved for convention delegates. There is a broad selection of hotel locations and, of course, the best possible rates have been negotiated. Please do not call or write the hotels directly, as the central coordination of reservations through the convention agency will ensure the most convenience for everyone.

Every means of transportation (air, bus, and train) are being pursued to transport registrants for Baptist Fundamentalism '84, and the best possible prices have been negotiated. This is being coordinated through the convention agency, and you will receive additional information concerning transportation and hotels upon registration for the convention. Because of the parking situation, and logistical complications of private automobiles, Baptist Fundamentalism '84 registrants are strongly urged to use commercial transportation. Once in Washington, delegates are encouraged to take advantage of the many forms of public transportation which are available, such as the modern Metro subway, taxis, and buses.

BAPTIST FUNDAMENTALISM '84

OLD-TIME GOSPEL HOUR
LYNCHBURG, VIRGINIA 24514

NON-PROFIT ORG.
U.S. POSTAGE
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PERMIT 140

BAPTIST FUNDAMENTALISM '84



**APRIL 11-13, 1984
WASHINGTON, D.C.
CONVENTION CENTER**



REGISTRATION

NAME _____

SOCIAL SECURITY # _____

SPOUSE'S NAME _____

SOCIAL SECURITY # _____

CHILD #1 _____

CHILD #2 _____

CHILD #3 _____

CHILD #4 _____

ADDRESS

MAILING ADDRESS _____

CITY/STATE/ZIP _____

CHURCH AFFILIATION

ACCOMMODATIONS/TR

After you register for Baptist Fund receive additional information concerning transportation.

FINANCES

_____ I am enclosing a check for _____

_____ Please charge to my credit card
VISA ☐ MASTERCARD ☐

Card # _____

Registration: Adults _____
Couples (household) _____
Students (college) _____
Children (ages 12-17) _____
(Nursery) _____

Total Amount of Registration _____
All fees non-refundable
after January 1, 1984.

CHOIR

_____ I am interested in joining the choir
Soprano _____ Alto _____

EXHIBIT BOOTHS

_____ I am interested in booth _____

Make checks payable to
BAPTIST FUNDAMENTALS
P.O. Box 9428

THE WHITE HOUSE

WASHINGTON

2/18/84

MEMORANDUM

TO: WILLIAM HENKEL (Coordinate with Faith Whittlesey)

FROM: FREDERICK J. RYAN, JR. *FJR*

SUBJ: APPROVED PRESIDENTIAL ACTIVITY

MEETING: Address Fundamentalists 1984 Convention

DATE: April 12, 1982

TIME: Approximately 1:30 pm

DURATION:

LOCATION:

REMARKS REQUIRED: Yes

MEDIA COVERAGE: Coordinate with Press Office

FIRST LADY
PARTICIPATION: No

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

cc: R. Darman	J. Rosebush
R. Deprospero	R. Scouten
B. Elliott	B. Shaddix
D. Fischer	W. Sittmann
C. Fuller	L. Speakes
W. Henkel	WHCA Audio/Visual
E. Hickey	WHCA Operations
G. Hodges	A. Wroblewski
C. McCain	Nell Yates
B. Oglesby	

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

February 7, 1984

TO: FREDERICK RYAN, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: FAITH WHITTLESEY *FW*

REQUEST: President to address the Baptist
Fundamentalism '84 convention.

PURPOSE: President to give speech before audience of
20,000 Fundamentalists who come from the
Independent Baptist churches, and people
from all denominations; Catholics,
Episcopalians, Methodists, Baptist and
many more. Provides excellent opportunity
for visibility and support from large segment
of Christian community. Many of those
attending will be pastors who represent
countless thousands in their respective
congregations and are currently very supportive
of President Reagan and his policies.

APPROVED FOR
Date. *4-12-84*
Time. *1:30*
Length. *40 min Total*
Date. *2/15/84* FJR

BACKGROUND: BF '84 is a gathering of Fundamentalist
preachers, church workers, Christian school
officials, and laymen for the express purpose
of reaffirming the message and ministry of
Fundamentalists.

PREVIOUS PARTICIPATION: None.

LOCATION: Washington D.C. Convention Center

DATE: April 13, at 8:00 p.m. is first choice.
April 12, at 1:30 p.m. is second choice.
They will adjust their schedule for the
President's convenience for any time between
Wednesday, April 11, at 6:30 p.m. and Friday
evening, the final night of the convention.

PARTICIPANTS: 20,000 Christian leaders from all types of
backgrounds.

OUTLINE OF EVENTS: President arrives, delivers prepared speech
and departs.

REMARKS REQUIRED: Prepared text.

MEDIA COVERAGE: Full press

RECOMMENDED BY: Faith Whittlesey

PROJECT OFFICER: Carolyn Sundseth

BF '84

UPDATE

THE OFFICIAL NEWSLETTER OF BAPTIST FUNDAMENTALISM '84 • FALL 1983 EDITION

Cherry Blossoms Bloom For BF '84

April is cherry blossom time in our nation's capital. Hundreds of Japanese cherry trees are in full bloom. Millions of visitors agree that there is probably no season more beautiful in Washington, D.C., than those few weeks each spring.

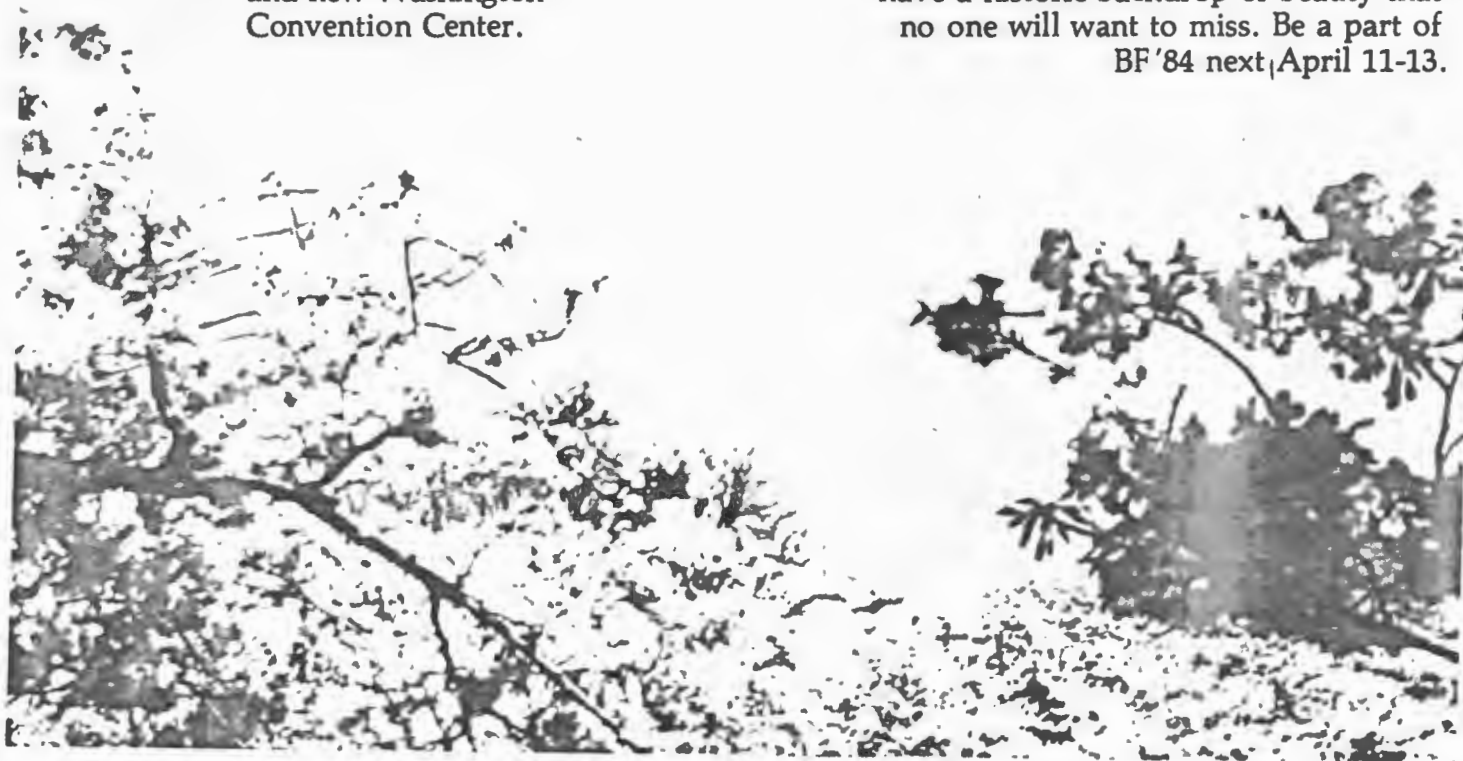
Right into the middle of this tranquil setting comes Baptist Fundamentalism '84. Thousands of people are expected to converge on the hub of the free world for a historic three-day meeting in the spacious and new Washington Convention Center.

It's the perfect setting for such a meeting.

President Reagan has been invited to address the convention. Some twenty preachers will uplift the Lord Jesus

Christ as His Word is preached in morning, afternoon, and evening sessions. As the Creator is extolled, convention delegates can see firsthand the beauty of His creation through the majesty and splendor of Washington's world-famous cherry blossoms.

This "Event of the Century" will truly have a historic backdrop of beauty that no one will want to miss. Be a part of BF '84 next April 11-13.



Top Five Churches

1. 104 Registrations
Kelview Baptist
Midland, TX
Pastor — Frank Johnson
2. 88 Registrations
Canton Baptist
Canton, OH
Pastor — Harold Henniger
3. 80 Registrations
Massillon Baptist
Massillon, OH
Pastor — Bruce Cummons
4. 72 Registrations
North Valley Baptist
Redding, CA
Pastor — Royal Blue
5. 54 Registrations
Riverdale Baptist
Upper Marlboro, MD
Pastor — Herbert Fitzpatrick

BF '84 To Destroy Myth

Rev. Marvin Frady is one of many pastors nationwide concerned with what he believes to be a mass exodus away from the fundamental values of the Bible.

"I'm very concerned about our country," Frady said. "I'm concerned with the rise of liberalism and humanism and the trend of thinking that God doesn't exist."

Yet Frady does not intend to stand idle while liberal permissiveness runs unrestrained. As pastor of Calvary Baptist Church in Smyrna, Georgia, Frady will lead Georgia's Independent Baptists to BF '84.

"Fundamentalists are accused of narrow thinking and of being non-progressive, and we've even been called religious ayatollahs," he said. "That's just not true. One of the stated goals of BF '84 is to destroy myths about Fundamentalism. The media has caused some to think Fundamentalists are unaware of the world scene and its social and spiritual problems, that they are heartless and uncaring, simplistic, racist, bellicose, and anti-intellectual. We want to correct and change that image."

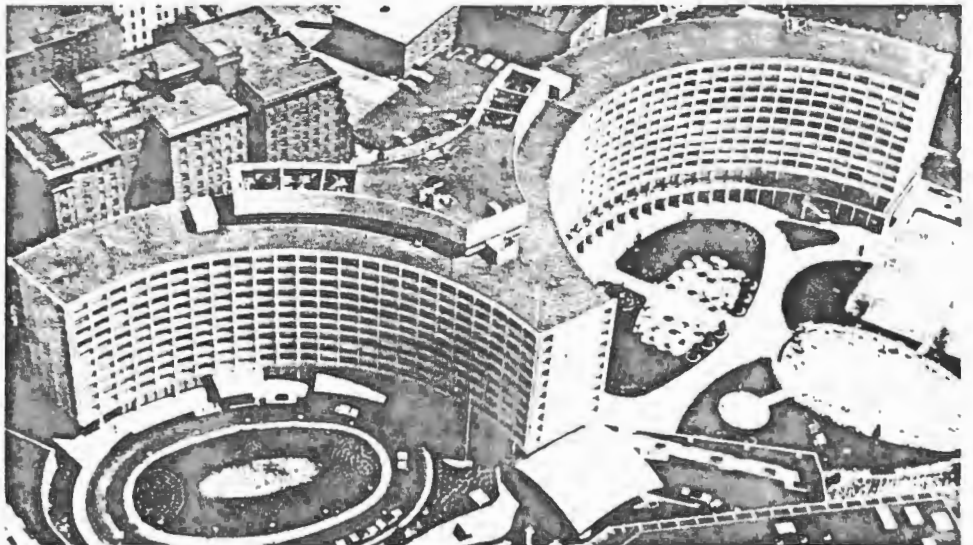
Hotels Nearing Capacity

In talking to Travcon representatives, the BF '84 staff has learned that several Washington hotels are nearing capacity due to BF '84 participants reserving rooms for April 11-13, 1984. They suggest you register immediately to insure accommodations to your specifications.

BF '84 officials also encourage everyone to use group and public transportation. "Please remind BF '84 registrants of our discount air and bus fares," said Scott Fisher, a Travcon

representative. "Group discounts are also available. We have already contacted all the major airlines, buslines, and railways to secure the best possible rates and service for all convention participants." Your BF '84 experience will be free from worry if you take advantage of Travcon's services.

If you have already made reservations without the assistance of Travcon, you may be paying too much. Call Travcon, toll-free, at 1-800-531-5161 and save!



Washington or Bust



"We will have from 80 to 100 people attending. Our members are excited and this pastor and staff can hardly wait! We believe we will have the largest group coming from the greatest distance—Northern California to Washington, D.C.—for this most outstanding and important event. We believe this is to be the event of the century."

This report comes from Dr. Royal Blue, pastor of North Valley Baptist Church of Redding, California. Dr. Blue

has already motivated 72 of his members to register as of August 31. They are well on the way to reaching their goal.

Dr. Blue comments further, "We are absolutely convinced that the men who are giving impetus to BF '84 are men of God who realize the utter necessity of coming together for the sense of encouragement, a sense of direction, and a sense of urgency for the hour, that we might see an awakening across our land instrumental in causing America to experience a true revival."

California is heading for BF '84!

Kelview Baptist Takes to the Air

Knowing that traveling from Midland, Texas, to Washington, D.C., would be a long, tiring drive, Pastor Frank Johnson of Kelview Baptist Church decided to charter an airplane for members of his congregation. A 238-seat United DC 8 will be filled to capacity, with all passengers BF '84 bound.

Travcon, the convention travel and hotel service organization, has provided all the necessary arrangements,

including group discount airfare. Banks Miller, a Travcon representative, told BF '84 officials in a recent phone conversation that the DC 8 from Midland was the largest charter to date. However, similar requests are being accepted and acted upon continuously.

Kelview Baptist Church also has the most people registered from any one church—so far.

Intricate Shuttle System Devised

Intra-city travel between hotels and the Convention Center will be greatly enhanced by the Washington Metro subway system and East Coast Parlor Car Tours.

East Coast will be operating 70 coaches daily, shuttling thousands of participants swiftly and comfortably to and from designated locations. The Convention Center will be encircled by buses throughout the entire day with more coaches waiting in the wings for mass departures at meal breaks and after evening sessions. East Coast also has a garage and a maintenance and parking facility for incoming motor-

coaches wishing to avail themselves of these services. Convention headquarters is also negotiating a special fare for those who want to use the convenient and efficient Metro.

Convention participants will be able to purchase a combined shuttle bus and Metro pass for a nominal fee allowing them unlimited use of either system. This will enable an individual to get anywhere in Washington without the hassle of driving, parking, and spending large sums of money for those services. Upon purchasing a shuttle pass, you will then be able to relax and enjoy Washington and BF '84.



Q AND A

Q: When will I receive my tickets for BF '84?

A: You will receive a personalized name badge one month prior to BF '84, as your pass to the convention. A packet will accompany the badge, giving pertinent and vital information regarding all aspects of the conference.

Q: Will there be exhibits and displays?

A: Yes. Hundreds of exhibit booths will fill Hall D allowing displayers to provide a vast variety of services and products.

Q: Does the Convention Center provide on-the-premises food service?

A: Yes. There will be two large cafeterias open daily for breakfast, lunch, and dinner.

Q: Is the BF '84 promotional videotape, narrated by Truman Dollar, still available?

A: Yes. Those interested in obtaining the tape should contact Glenn Reese, Old-Time Gospel Hour, Lynchburg, Virginia 24514, or call toll-free 1-800-446-5000 and ask for ext. 2173. There is a \$20 users fee for the tape.

Q: How can I receive additional Travcon hotel reservation and transportation packets?

A: Contact BF '84, P.O. Box 9428, Kansas City, Missouri 64133, or call (816) 358-3728.

Professional Tour Companies

"Get On Board"

Motor coach tour companies are jumping on the bandwagon rolling toward Washington, D.C., next April. Several firms have contacted Convention Headquarters, providing extensive plans for exciting trips highlighted by BF '84.

Some groups will visit points of interest throughout our nation's capital along with excursions in other cities en-route. Mary Lou Beggs of Carefree Motorcoach Tours in Farmer City, Illinois, is planning a seven-day trip for all who live in Central Illinois and

parts of Indiana. In New Jersey, Fellowship Tours, represented by Howard Jones of Denville, are making similar preparations. Scott's Golden Travel, originating in Louisville, Kentucky, will sponsor a six-day excursion involving parts of West Virginia, Tennessee, Indiana and Ohio, as well as Kentucky. Many of these companies offer incentives for church and school leaders wishing to transport groups.

If you are interested in a tour, feel free to contact one of these companies or one near you. Traveling together

can save countless hours of planning and frustration.

—Mary Lou Beggs, Carefree Motorcoach Tours, P.O. Box 95, Farmer City, Illinois 61842. (309) 928-3765.

George Scott, Scott's Golden Travel, P.O. Box 1476, Louisville, Kentucky 40280. (502) 893-3098.

Howard Jones, Fellowship Tours, 136 E. Main Street, Denville, New Jersey 07834. (201) 625-2655.

Distance Is No Object

Apparently distance is not a major obstacle as people prepare for their trek to Washington.

Ohio has the largest enrollment to date, with Texas, California, Maryland, Pennsylvania, and Florida following

respectively. Canada and several other foreign countries have also registered participants.

It appears that many are using their vacation time to attend BF '84, and will tour our nation's capital before and

after the conference. One Fundamentalist leader suggests we make BF '84 "the vacation of a lifetime!"

If you are planning to take that advice, register now to insure a successful and fulfilling time.

**BAPTIST
FUNDAMENTALISM**

'84

OLD-TIME GOSPEL HOUR
LYNCHBURG, VA 24514



NON-PROFIT ORG.
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THE WHITE HOUSE

WASHINGTON

February 21, 1984

I am very pleased to extend my warm greetings and welcome to participants in Baptist Fundamentalism '84.

This gathering will be recorded as one of the largest and most significant religious meetings ever held in our Nation's Capital. It will provide a forum for education in the traditional moral principles that made our nation great. Those in attendance will be better prepared to share the richness of the word of God with their families and their friends and neighbors in communities across America.

Our nation's future depends on a spiritual renewal. I commend the efforts that have helped make this convention and that renewal possible. May Baptist Fundamentalism '84 prove to be an inspiration for all involved.

Nancy joins me in sending our very best wishes. May God bless all of you.

Ronald Reagan

THE WHITE HOUSE
WASHINGTON

File

March 22, 1984

g/c

MEMORANDUM FOR MICHAEL DEEVER

FROM: JUDI BUCKALEW *B*

SUBJECT: AMERICAN CANCER SOCIETY AWARD

On March 29, 1984 at 4:30 p.m. President Reagan has been asked to present the American Cancer Society's Courage Award to Miss Amanda Blake for her struggle to defeat cancer.

Miss Blake has been selected by the American Cancer Society for the award as an excellent example of the courage and determination necessary to defeat the disease. She is now an active volunteer in the Society's fight against cancer.

As you know, Amanda Blake portrayed the role of "Kitty" on the TV series "Gunsmoke". Over a 20 year period she was a 2 pack-a-day cigarette smoker.

Upon discovery of a lump on her tongue, she was diagnosed as having cancer. The subsequent surgery resulted in not only a complete restructuring of her neck, mouth and tongue, but the need to undergo therapy to learn to talk again.

Miss Blake has courageously chosen to speak out about her experience, and to warn people about ignoring the early warning signs of cancer. In the years since her surgery, the actress has become an active volunteer for the American Cancer Society and has testified frequently in Congress against the dangers of cigarette smoking.

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Box Number

18

21

DOC Document Type

No of Doc Date Restriction

NO Document Description

1 LIST

1 ND B6

LIST OF GUESTS REPRESENTING AMERICAN
CANCER SOCIETY (PARTIAL)

Freedom of Information Act - [5 U.S.C. 552(b)]

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B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

LIST OF GUESTS REPRESENTING AMERICAN CANCER SOCIETY

Amanda Blake - born February 20, 1929 in Buffalo, New York
Social Security # [REDACTED]
Current Address: 5046 East Bloomfield Road
Scottsdale, Arizona 85252

Cliff Robertson, National Crusade Chairman
(will send personal information shortly)

Lane W. Adams - Executive Vice President
born July 3, 1915 in Logan, Utah
Social Security # [REDACTED]
Current Address: 200 East 62nd Street
New York, New York 10021

Elaine E. Adams - born April 7, 1915 in Chicago, Illinois
Social Security # [REDACTED]
Current Address: 200 East 62nd Street
New York, New York 10021

G. Robert Gadberry, Chairman of the Board
born August 10, 1918 in Carthage, Missouri
Social Security # [REDACTED]
Current Address: 1401 West River Blvd.
Wichita, Kansas 67203

Grace B. Gadberry - born November 16, 1918 in Columbus, Kansas
Social Security # [REDACTED]
Current Address: 1401 West River Blvd.
Wichita, Kansas 67203

Madge Harrison, Chairman, National Crusade Committee
born July 22, 1918 in Memphis, Tennessee
Social Security # [REDACTED]
Current Address: 1374 Farrow Road
Memphis, Tennessee 38116

Gerald P. Murphy, M.D., President of the Society
born July 16, 1934 in Havre, Montana
Social Security # [REDACTED]
Current Address: 4676 Main Street
Snyder, New York 14226

Mary Bridget Murphy - born January 10, 1936 in Spokane, Washington
Social Security # [REDACTED]
Current Address: 4676 Main Street
Snyder, New York 14226

Irving Rimer, Vice President for Public Information
born May 25, 1921 in Salem, Massachusetts
Social Security # [REDACTED]
Current Address: 12 Spicebush Road
Levittown, Pennsylvania 19056

Barbara Weintraub, Vice Chairman, National Crusade Committee
born February 16, 1937 in Passaic, New Jersey
Social Security # [REDACTED]
Current Address: 3370 Devon Road, Coconut Grove, Florida 33133

b(6)

For 19 years TV viewers knew her as Miss Kitty, the tough but tender proprietress of Dodge City's Longbranch Saloon. For Amanda Blake, the Gunsmoke cleared in 1974 when she left the popular horse opera and settled into a busy retirement with Frank Gilbert, a former business executive in Phoenix and her fourth husband. Domestic tranquility proved short-lived. In 1976 Blake developed cancer of the mouth and secretly underwent extensive surgery. Although the experience initially made



her "an emotional basket case," she concedes, Blake has fully recovered. She and her husband now oversee a private menagerie that includes a lion and a leopard and directs a nonprofit corporation that studies the breeding habits of cheetahs in captivity. At 52, Blake has also completed a two-year stint as crusade co-leader of the American Cancer Society. She spoke to PEOPLE's Suzanne Adelson about her experience with a disease whose name she was once afraid to mention in public.

COPING

DODGE CITY'S KITTY FACES DOWN A TOUGH CUSTOMER: CANCER

I awoke one morning and felt a sore under my tongue, like a blister, and it hurt. It did not go away the next day, or the next. It was just always there. Eating became uncomfortable, and I worried about it a lot. But I didn't look at it in a mirror because I didn't want to see it. I didn't tell anyone, not even Frank. I knew I had smoked two packs of cigarettes a day for 20 years, and I knew I had a problem. I quit cold turkey right then, but the sore didn't go away.

I was never the kind who went in for a regular checkup, and I put off going to a doctor. That's what most people have a tendency to do when they're afraid to hear the truth, and I was afraid. My fear was that if I went to a doctor, I'd find out I had cancer—even though I knew all along, inside, it was cancer. People say, "I don't want to know if I've got it." Well, that's what kills you. The fear.

After about two months I finally realized I had to do something. I'd spent too many sleepless nights. I called Frank's doctor, unknown to Frank. He sent me to a throat man in Phoenix, and they did a biopsy right there in the office and made an appointment for me to come back in a few days. When I went back and they said, "Yes, it's positive, you've got cancer," I said, "I knew you were going to tell me that," and I started crying right then, and I didn't stop crying until after I

had surgery. I couldn't stop crying. I was afraid of surgery. I was afraid of disfigurement. I was afraid of dying.

But then Frank and I heard about the University of Texas M.D. Anderson Hospital and Tumor Institute in Houston, and I found this perfectly marvelous man there—Dr. Alando J. Ballantyne. When I got to Houston, he was in the hospital himself with a bleeding ulcer. They just brought all his instruments into his hospital room, and he examined me there.

Apparently I had a very slow-growing malignancy, thank God. It never became a big lump or anything like that. It just stayed like an open blister.

While I was waiting to hear what would be best for me, I ate everything in sight. I went to Mexican restaurants and wolfed down so much Mexican food, all that stuff that I really love but don't normally indulge in. I just went on a total eating binge. I went nuts.

I had an option of radiation therapy or surgery. The radiation would have meant problems with my jaw-

bone—it would have deteriorated and I would have lost a lot of teeth—and I would have needed surgical reconstruction work afterwards. So I opted for surgery.

Before the operation, I worried about everything. About dying. About having my whole head chopped off—how did I know what they'd find? Well, I had the operation in

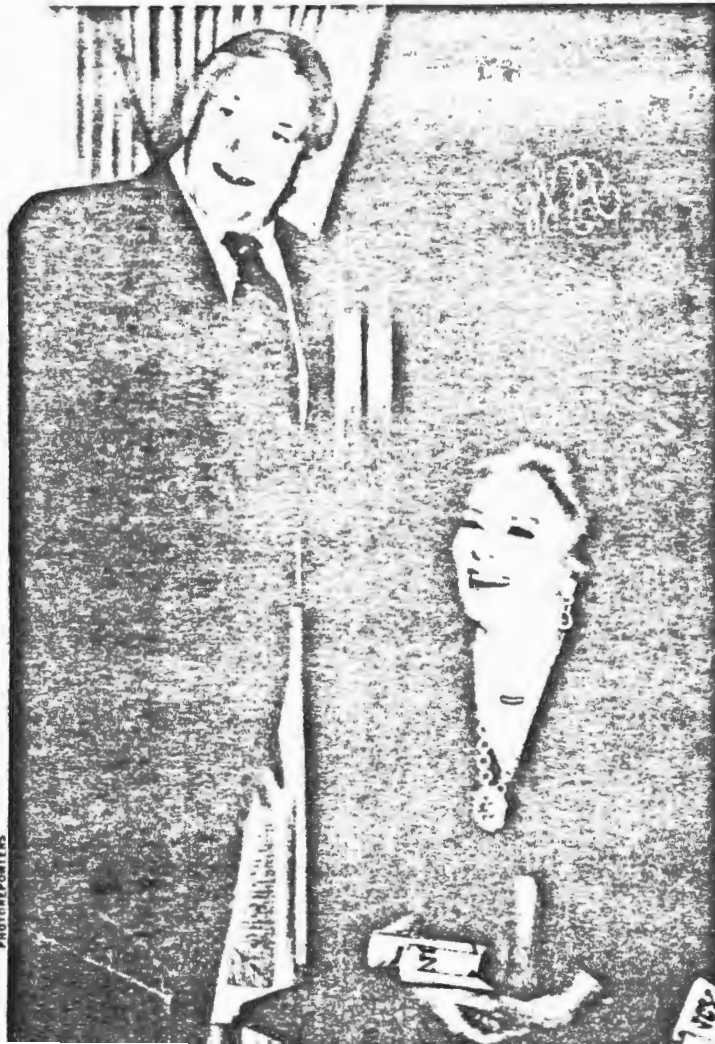


"I'm the same person I always was," says a relieved Amanda, who mothers 10 cheetahs, including Jumble, 5 months, on her Phoenix ranch.

Amanda's *Gunsmoke* sidekicks included, from left, Milburn Stone (Doc), James Arness (Marshal Dillon) and Ken Curtis (Festus). Stone died of heart failure in 1980.



"He is my primary source of strength," says Amanda of fourth husband Frank Gilbert, 67, whose bladder cancer is in remission.



February of 1977, about a month after I'd first heard the verdict. It was eight-hour surgery, and I've since learned that some of them can go on for 12 or 16 hours or more. What they did was remove the floor of my mouth and the underneath part of my tongue. They also had to do a tracheotomy. They did a neck dissection and took out all those lymph nodes in the neck. Then they took tissue off my thigh and reconstructed my neck and gave me a new floor of my mouth and a new bottom half of my tongue.

The first thing I remember is waking up in intensive care, very briefly, but long enough to hear myself moaning. And I remember thinking, "I can still make a sound. I must still have my voice box." Then when I was recovering they came to me and said, "We've got it all." I said, "I don't believe it. Bring me the pathology report." And they did.

After the surgery my tongue was so swollen I couldn't swallow anything but liquids and things like ice cream. I was the mashed potatoes kid. But I was so elated to be alive and free of cancer that I used to run up and down the corridors of the hospital like a crazy person.

For me, surgery was the answer. For someone else, it might not be. That's why I don't give advice. Cancer is unique. It's like fingerprints. It's always different, and treatments vary from case to case. You have to make your own decisions. And anyone can get cancer, whether they've had it once or twice or six times and been cured all those times. It's a damned insidious disease, and a very democratic one.

It took me a whole year before I felt normal again. I tired very easily, and I was very cranky. My biggest problem was that my

tongue remained swollen for so long. When the swelling went down, I was able to talk without therapy; all I had to do was learn how to manipulate this new tissue I had. What the devil does a thigh know about a mouth? It was a matter of retraining all of that tissue.

Frank has a wonderful sense of humor, which really helped me. At one point when I was carrying on about something, he said, "Well, you may have a new mouth but the same old rotten stuff is coming out of it." He knows how I feel—and how to help me—because he has had cancer of the bladder. When we first heard that, my immediate thought was, "That's it. He's a dead person." But he's not. It's been in remission for seven years. He has chemotherapy once a month. You learn that every family has had cancer at one time or another.

I go to the institute in Houston every six months for a checkup. The best thing I've learned is don't put off going to a doctor if you have a warning sign. I am a firm believer in those warning signs now, and if you don't know what they are, find your local American Cancer Society in the phone book and ask. The reason I tried to keep it all secret was because I didn't want anyone else to be bothered by it. I hadn't stopped to think that maybe by talking about it I could help someone else.

To those who get cancer, all I can say is to be very matter-of-fact about it. If you have a problem, then deal with it. Sure, it stinks. It's a bad deal. Fight back. People are still dying of cancer every day. But cancer is being cured every single day. I figure the "Big C" doesn't stand for cancer. It stands for cure. Cancer no longer has to be a death sentence. It certainly wasn't for me. □



NATIONAL OFFICE

February 28, 1984

Hon. Judi Buckalew
Special Assistant to the President
Office of Public Liaison
The White House
Washington, DC 20050

Dear Ms. Buckalew:

We are looking forward to our reception with President Ronald Reagan at 4:30 pm on Thursday, March 29th. This will be the opportunity for him to present Amanda Blake with the Society's Courage Award and call attention to the advances being made against cancer.

As the attached article from PEOPLE Magazine indicates, Amanda overcame one of the toughest experiences with cancer to resume a full life where she has been able to champion her love for animal life and speak up as an active volunteer in the Society's fight against cancer.

Joining her at the ceremony will be Cliff Robertson, National Crusade Chairman of the Society, the Society's President Gerald P. Murphy, M.D. and our Chairman of the Board G. Robert Gadberry.

We will prepare the plaque for the President's signature and send it to you shortly.

April is the month when over 2 million volunteers of the Society visit their neighbors to deliver a life-saving message about cancer and urge them to continue generous support of our programs of research, education and service and rehabilitation for cancer patients. The Society is the largest voluntary health organization in our nation.

On the attached list you will find additional members of the Society's family who will be present but will not participate directly in the official ceremony.

We appreciate your interest in this affair and will be happy to furnish you with any further information.

Sincerely yours,

IR/js
encls.

cc: ✓ Marty Schnepfer
Lane Adams

Irving Rimer
Vice President for
Public Information

P.S. 1984 Cancer Facts & Figures presents the case for progress.

3.2e



March 15, 1984

Marty Schnepfer
Office of Public Liaison
The White House
Washington, DC 20050

Dear Ms. Schnepfer:

Attached is a release we would like to distribute in conjunction with the White House Ceremony for the American Cancer Society. Please let me know as soon as possible if this is okay.

Thank you.

Sincerely,

Irving Rimer
Irving Rimer
Vice President for
Public Information

IR/js
encl.



4 West 35th Street
New York, N.Y. 10001

NEWS SERVICE

CONTACT: Charles Dahle
212-736-3030 ext. 207

For release 6 P.M. THURSDAY, MARCH 29, 1984

WASHINGTON:

Amanda Blake, television actress renowned for her role as Miss Kitty in "Gunsmoke," received the American Cancer Society's Courage Award from President Reagan in a White House ceremony today.

Joining Miss Blake in the Oval Office were actor Cliff Robertson, the 1984 ACS National Crusade Chairman, G. Robert Gadberry, Chairman of the Society's National Board, and Dr. Gerald P. Murphy, president.

The Award plaque, signed by President Reagan, reads: "The American Cancer Society salutes Amanda Blake for her personal courage in her battle against cancer and for the hope and inspiration she gives all Americans in the fight for life and health."

In 1976 Miss Blake was diagnosed as having cancer of the mouth. After undergoing surgery, she is completely free of the disease today.

Advances in surgery and radiation treatment are increasing survival rates for oral cancer, the seventh leading form of cancer. This year, oral cancer will be detected in 27,000 Americans.

Today's award ceremony ushers in Cancer Control Month, the American Cancer Society's annual educational and fund-raising campaign. Every April, two million Society volunteers visit homes across the nation to distribute life-saving information about the early detection and treatment of cancer. This year, volunteers will deliver a pamphlet on risk assessment of certain common types of cancer.

When Amanda Blake discovered a mouth sore that did not heal, she recognized it as a warning sign of cancer. After some hesitation, she saw a doctor. Fortunately, her cancer was slow-growing, and she recovered with her voice intact.

Surgeons, however, had to reconstruct portions of her neck, mouth, and tongue from tissue taken from her leg. Consequently, Miss Blake had to undergo therapy to learn to talk again. She overcame this obstacle gallantly, and her speech has since returned to normal.

Today, Miss Blake stresses the importance of early detection, a lesson she learned from her own cancer experience. "I'm a firm believer in those early warning signs now; don't put off going to a doctor if you have one," she advises. "Remember, cancer is being cured every single day. To me, the 'Big C' doesn't stand for cancer. It stands for cure."

In the years since her surgery, the actress has assumed a real-life role as an active volunteer for the American Cancer Society. In 1979, she led the Society's National Crusade, and has testified frequently on behalf of the Society in congressional hearings on cigarette smoking. A former two-pack-a-day smoker for twenty years, Miss Blake quit cold turkey upon learning she had cancer.

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