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THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: MARCH 9, 1976

FROM: THEODORE C. MARRS *man*

MILTON E. MITLER *mlt*

THRU: JOHN O. MARSH, Jr. *jm*

VIA: WILLIAM W. NICHOLSON

GREETING: To meet with the author and family of the Jack Anderson "Slogans, USA" contest winner.

DATE: March 21, 1976 or at the convenience of the President.

PURPOSE: To congratulate the winner of the national slogan contest conducted by columnist Jack Anderson and to acknowledge the over 1 million entries.

FORMAT: - Location: Oval Office
- Participants: To be supplied.
- Length: 5 minutes

CABINET PARTICIPATION: None

SPEECH MATERIAL: Talking points to be provided by Bob Orben.

PRESS COVERAGE: Photo opportunity.

STAFF: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

RECOMMEND: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

OPPOSED: None

PREVIOUS PARTICIPATION: None

BACKGROUND: Syndicated columnist Jack Anderson has been conducting a nation-wide contest to find a slogan for the Bicentennial. The program is called "Slogans, USA - Let's Hear It For America".



The program received the recognition of the American Revolution Bicentennial Administration and has had the assistance of The Advertising Council.

Over one million entries were received and were screened initially by the National Jaycees, The American Legion and the General Federation of Women's Clubs. Final screening to determine the finalists was accomplished by the Bicentennial Chairpersons of the 55 states and territories.

The winning slogan will be chosen by the general public from among six finalists. Time, Newsweek, People, U.S. News and World Report, and the TV Guide magazines have been carrying public service advertising urging people to vote.

The finalists selected are:

- America is your past, you are her future.
- America - The possible dream.
- Honor the past, challenge the future.
- Take pride in America's past, take part in America's future.
- Stand fast, stand tall, stand American.
- Freedom's way - U.S.A.

At the present count, over 300,000 ballots have been cast. Counting is being done by the Boy Scouts of America, the Girl Scouts of the USA and the Campfire Girls.

The winner is to be announced on March 21, 1976.

It is suggested that the President meet with the winner and his or her family shortly after the announcement to extend congratulations and to express appreciation for the large numbers of Americans who offered slogan recommendations.

APPROVE _____

DISAPPROVE _____

Slogans USA

JACK ANDERSON
1401 Sixteenth Street, N.W. Washington, D.C. 20036

*Rec'd
3/2/76
A.P.
M*

SD

February 25, 1976

The President
The White House
Washington

Mr. President:

As I promised you last July, here is a report on our search for the Official Slogan of the Bicentennial. Through the combined efforts of the American Revolution Bicentennial Administration, The Advertising Council, and over 40 national organizations, Slogans USA has given millions of Americans a chance to actively participate in America's 200th anniversary.

During the recent national balloting to determine the Official Slogan, hundreds of thousands of Americans voted for the slogan of their choice. The Girl Scouts, Boy Scouts and Campfire Girls are now busy tabulating these ballots and the results will be available by early March.

You may recall that last July you kindly offered to make the announcement of the Official Slogan and to meet with its author and family. I can think of no better way to give credit and bear testimony to the innermost feelings of so many patriotic Americans than by having you make the announcement.

Any date that is convenient for you is, of course, convenient for us.

Cordially,

[Handwritten Signature]
Jack Anderson

Enclosures



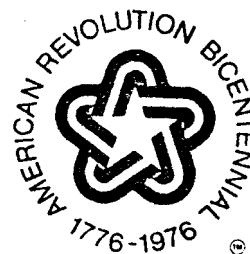
SLOGANS, USA

1401 16th Street, N.W.
Washington, D.C. 20036

For Automatic Release

Monday Morning Newspaper

January 19, 1976



RECOGNIZED BY
AMERICAN REVOLUTION
BICENTENNIAL
ADMINISTRATION

Every American is being invited to participate in the search for the official Bicentennial Slogan.

From well over a million slogans submitted by the American people, six have been selected, and these six will be announced at the Super Bowl game on Sunday, January 18, 1976, for public balloting. They are as follows:

1. America is your past, you are her future.
2. America - the possible dream.
3. Honor the past, challenge the future.
4. Take pride in America's past, take part in America's future.
5. Stand fast, stand tall, stand American.
6. Freedom's way - U.S.A.

All Americans are encouraged to vote by sending in their choice of the best slogan on a regular size postcard to Slogans USA, Box 1976, Washington, D.C. 20013.

Slogans USA's "Let's Hear It For America" program has become the most popular Bicentennial activity in the country today. Its purpose is threefold: (1) To find the official slogan for America's Bicentennial; (2) To encourage all Americans to think more constructively about this great nation of ours; and (3) To act as the umbrella program of the Bicentennial bringing together the major influence groups of our nation. From the major social and civic organizations to the Ad Council and major league athletics, national groups representing millions of Americans have joined together as a sign of Bicentennial unity in the promotion of our search for the Official Bicentennial Slogan.

The National Jaycees, the American Legion and the General Federation of Women's Clubs have done the initial screening. The final screening to determine the contest finalists was performed by the Bicentennial Chairpersons of the 55 states and territories. The official slogan for the Bicentennial will be chosen by the general public on a national ballot. The National Football League will kick off balloting at the Superbowl, January 18th, 1976.

Time, Newsweek, People, US News & World Report, and TV Guide magazines have volunteered to publish the six finalists in the week following the Superbowl. The finalists will also appear regularly in the Jack Anderson column between January 18th and February 16th, 1976.

Tabulation of the ballots will be done by the Boy Scouts of America, the Girl Scouts of the USA and the Campfire Girls. The official slogan will be announced in a special Washington ceremony on the first day of Spring, March 21, 1976. The author of the winning slogan will receive a 1976 American Motors station wagon and a 30-day tour of the United States for his/her family, staying as guests of Holiday Inns, Inc. The Copernicus Society of America has donated \$5000 for expenses. The five runner-ups will receive \$1000 each, again from the Copernicus Society of America.

The Slogans USA's "Let's Hear It For America" program has resulted largely from the combined efforts of John Warner, Administrator of the American Revolution Bicentennial Administration; Jack Anderson, Syndicated Columnist; and Edward J. Piszek, President of the Copernicus Society of America.

The following dates will apply: January 18, 1976 - Superbowl announcement of finalists, beginning of national ballot; February 16, 1976 - end of balloting; March 21, 1976 - announcement of winners.

Attached, for your information, is a copy of the full page public service ad which is being used (or variation thereof) by the major News Magazines. We suggest that the Associated Press Photos service and the United Press International News Pictures might like to carry this ad on their photo services for the use of all subscriber newspapers. This can be carried January 19th and thereafter at will until the closing date of February 16th, 1976.

##

VOTE FOR AMERICA'S OFFICIAL BICENTENNIAL SLOGAN.

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2. ● America – the possible dream.

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6. ● Freedom's way – U.S.A.

The above six slogans are the finalists in the nationwide search for the official Bicentennial slogan conducted by SLOGANS, USA. Pick your favorite by number, write the number on a stamped postcard and send to



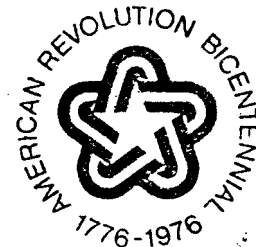
SLOGANS, USA, Box 1976, Washington, D.C. 20013. Vote now. It's your chance to have an important voice in the Bicentennial celebration. All votes must be postmarked no later than February 16, 1976, midnight to count.

“★ LET'S HEAR IT FOR AMERICA. ★”

(All submissions become property of Slogans, USA.
Contest void where prohibited by law. Winner determined by national ballot.)

★ SLOGANS, USA ★

1401 16th Street, N.W.
Washington, D.C. 20036



RECOGNIZED BY
AMERICAN REVOLUTION
BICENTENNIAL
ADMINISTRATION

Listed below are the organizations and people who are participating in the Slogans USA Let's Hear It For America program.

1. National Football League
2. Copernicus Society of America
3. Ad Council
4. National Association of Broadcasters
5. Henry J. Kaufman and Associates
6. American Legion
7. National Jaycees
8. General Federation of Women's Clubs
9. Readers Digest
10. Boy Scouts of America
11. Girl Scouts of the U.S.A.
12. Campfire Girls
13. Gemini Rising
14. Derus Media Service
15. Mutual Network
16. NAACP
17. Up With People
18. American Song Festival
19. Holiday Inns
20. American Motors
- 21.. Major League Baseball
22. F.W. Woolworth
23. J. C. Penney
24. La Luz Magazine (Spanish Americans)
25. Crisis Magazine (NAACP)
26. Jack & Jill Magazine (Saturday Evening Post)
27. Robert Young (actor)
28. Irv Kupcinet (columnist)
29. Maggie Daly (Chicago Tribune)
30. Films Incorporated
31. Encyclopedia Britannica
32. Pepsico
33. Phillips 66
34. American Freedom Train
35. Boys Clubs of America
36. Department of the Interior (Johnny Horizon)
37. Howard Cossell
38. White House
39. National Association of Food Chains
40. National Education Association

SLOGANS, USA

1401 16th Street, N.W.
Washington, D.C. 20036



RECOGNIZED BY
AMERICAN REVOLUTION
BICENTENNIAL
ADMINISTRATION

For Automatic Release

Monday Morning Newspaper

January 19, 1976

Ten thousand letters the first week and well over a million slogans later, Slogans USA's search for the Official Bicentennial Slogan continues.

Slogans USA's "Let's Hear It For America" program has become the most popular Bicentennial activity in the country today. Its purpose is threefold: (1) To find the official slogan for America's Bicentennial; (2) To encourage all Americans to think more constructively about this great nation of ours; and (3) To act as the umbrella program of the Bicentennial bringing together the major influence groups of our nation. From the major social and civic organizations to the Ad Council and major league athletics, national groups representing millions of Americans have joined together as a sign of Bicentennial unity in the promotion of our search for the Official Bicentennial Slogan.

The National Jaycees, the American Legion and the General Federation of Women's Clubs have done the initial screening. The final screening to determine the contest finalists was performed by the Bicentennial Chairpersons of the 55 states and territories. The official slogan for the Bicentennial will be chosen by the general public on a national ballot. The National Football League will kick off balloting at the Superbowl, January 18th, 1976.

Time, Newsweek, People, US News & World Report, and TV Guide magazines have volunteered to publish the six finalists in the week following the Superbowl. The finalists will also appear regularly in the Jack Anderson column between January 18th and February 16th, 1976. All Americans are encouraged to vote by sending in their choice of the best slogan on a regular size postcard to Slogans USA, Box 1976, Washington, D.C. 20013.

Tabulation of the ballots will be done by the Boy Scouts of America, the Girl Scouts of the USA and the Campfire Girls. The official slogan will be announced in a special Washington ceremony on the first day of Spring, March 21, 1976. The author of the winning slogan will receive a 1976 American Motors station wagon and a 30-day tour of the United States for his/her family, staying as guests of Holiday Inns, Inc. The Copernicus Society of America has donated \$5000 for expenses. The five runner-ups will receive \$1000 each, again from the Copernicus Society of America.

The Slogans USA's "Let's Hear It For America" program has resulted largely from the combined efforts of John Warner, Administrator of the ARBA; Jack Anderson, Columnist; and Edward J. Pizek, President of the Polish American Copernicus Society of America.

The following dates will apply: January 18, 1976 - Superbowl announcement of finalists, beginning of national ballot; February 16, 1976 - end of balloting; March 21, 1976 - announcement of winners.

#

VOTE FOR AMERICA'S OFFICIAL BICENTENNIAL SLOGAN.

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4. Take pride in America's past,
take part in America's future.
5. Stand fast, stand tall, stand American.
6. Freedom's way – U.S.A.

The above six slogans are the finalists in the nationwide search for the official Bicentennial slogan conducted by SLOGANS, USA. Pick your favorite by number, write the number on a stamped postcard and send to SLOGANS,



USA, Box 1976, Washington, D.C. 20013. Vote now. It's your chance to have an important voice in the Bicentennial celebration. All votes must be postmarked no later than February 16, 1976, midnight to count.

“★ ★ LET'S HEAR IT FOR AMERICA. ★ ★”

(All submissions become property of Slogans, USA. Contest void where prohibited by law. Winner determined by national ballot.)

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66 LET'S HEAR IT FOR AMERICA. 99

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SLOGANS, USA

1401 16th Street, N.W.
Washington, D.C. 20036



RECOGNIZED BY
AMERICAN REVOLUTION
BICENTENNIAL
ADMINISTRATION

For Automatic Release

12:00 Noon, EST

Sunday, January 18, 1976

BROADCASTER COPY (RADIO AND T.V.)

The NFL is asking you to vote for America's official Bicentennial slogan. The finalists are now being listed in major news magazines and newspapers throughout the country. Vote for the favorite on a postcard and mail Slogans USA, Box 1976, Washington, D.C. Balloting end February 16th, so vote today.

BROADCASTER COPY (RADIO, T.V. AND P.A.)

The National Football League is joining Slogans USA in asking you to help choose the official slogan for America's Bicentennial. The final entries in the Slogans USA Contest are now being announced in Time, Newsweek, People, US News & World Report, TV Guide magazines, also in most of your local newspapers. Pick your favorite slogan from the list, put it on a postcard and send it to Slogans USA, Box 1976, Washington, D.C. All votes must be in by February 16th, so cast your ballot now. It's your chance to have an important voice in the Bicentennial celebration.

#

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

The Washington Merry-Go-Round

Admirals Accused of Neglecting Navy

*By Jack Anderson
and Les Whitten*

top-heavy with brass. Most admirals can be found manning swivel chairs in the Pentagon, rather than the bridges of our

Many experts fear the modern, expanding Soviet Navy is more than a match for the U.S. Navy.

Ad
Council

The Advertising Council

825 Third Avenue
New York, N.Y. 10022
212-758-0400

New York Washington Los Angeles

Public Service
Advertising

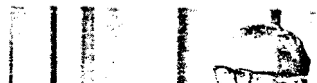
Bulletin

No. 36

A Guide for Media, Advertisers and Advertising Agencies

JULY—AUGUST, 1975

AD COUNCIL BOARD OF
DIRECTORS IN ACTION



VOTE FOR AMERICA'S OFFICIAL BICENTENNIAL SLOGAN.

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★★ **LET'S HEAR IT FOR AMERICA.** ★★

(All submissions become property of Slogans, USA.
Contest void where prohibited by law. Winner determined by national ballot.)

March 10

THE WHITE HOUSE
WASHINGTON

Mr. Mars:

For your sign-off.

donna

THE WHITE HOUSE

WASHINGTON

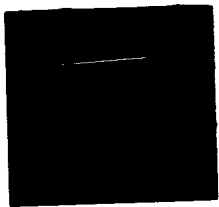
March 10, 1976

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *Rourke*

Jack, Milt checked with Ron Nessen re any conversation memo concerning Jack Anderson matter. In the absence of any specific recollection on this subject, it is our cumulative judgement that the President not make the announcement anyway. It is recommended, therefore, that the attached schedule proposal be approved and that the President meet with the winner.

*Go slow -
check w/ RTT.
TT may have said
OK!
M*



THE WHITE HOUSE
WASHINGTON

March 11, 1976

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *Rourke*

Jack, in Bob Hartmann's absence I spoke with Doug Smith re Jack Anderson matter. Doug felt very strongly that Hartmann would discourage any announcement by the President, even if the President alluded to such a suggestion at their meeting.

Further, Milt is very concerned that any announcement of the winner by the President would tend to make the slogan an official Bicentennial slogan.

Finally, Milt advises that he is satisfied that he has now talked Jack Anderson's Office (Frank Ingall) out of any announcement by the President.

Bottom line... unless you have further problem, please initial and forward attached schedule proposal. The time element is now very tight. ✓

cc: MMitler

Good

M

Bicent

THE WHITE HOUSE

WASHINGTON

March 11, 1976

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH *Jack*

Call up Bill Nicholson concerning this schedule proposal --
The States and the Nation: Bicentennial Histories.

This is an easy one for the President to do. It can be done in the Oval Office, and I think it should be given special attention.

Many thanks.

Jack -
** Nicholson advises me that they will do this event. Will probably be able to fit it in either during the first or second week in April.*

Russ



Chgo

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: MARCH 9, 1976
FROM: THEODORE C. MARRS *TM*
MILTON E. MITLER *MM*
THRU: JOHN O. MARSH, Jr. *JOM*
VIA: WILLIAM W. NICHOLSON

ANNOUNCEMENT: To announce the publication of a book series entitled THE STATES AND THE NATION: BICENTENNIAL HISTORIES and to receive the first three copies.

DATE: At the President's convenience sometime between March 19 and April 15, 1976.

PURPOSE: The American Association for State and Local History in cooperation with the National Endowment for the Humanities has commissioned a series of fifty-one volumes, one for each state and the District of Columbia, which will contain an historical portrait of our nation. The program would receive appropriate impetus if the first three editions, South Carolina, Tennessee and Michigan, were received by the President.

FORMAT: - Location: The Oval Office
- Participants: To be supplied.
- Length: 10 minutes.

CABINET PARTICIPATION: None

SPEECH MATERIAL: Talking points to be supplied by Bob Orben.

PRESS COVERAGE: Photo opportunity.

STAFF: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

RECOMMEND: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

OPPOSED: None

PREVIOUS PARTICIPATION: None

BACKGROUND:

The American Association for State and Local History, a non-profit professional organization serving historical societies and museums throughout North America, in cooperation with the National Foundation for the Humanities, has commissioned a series of outstanding authors to produce a fifty-one volume set of books on the histories of each of our States and the District of Columbia.

Each historical portrait will contain that which has been important in the respective state in relation with and in contribution to the nation as a whole.

Editorial work on the series is supported by grants from the National Endowment for the Humanities. The intent of the federal agency is to create a series of publications which would become a major federal contribution to the nation's Bicentennial review.

The series is one Bicentennial project that reaches nationwide and emphasizes the variety of Americans' experiences and the meaning of them at the grass-roots level.

The editorial conception has attracted to the project an unparalleled assembly of the finest writers and historians of the nation today.

The first three editions are: SOUTH CAROLINA by Louis Wright, former director of the Folger Library in Washington; TENNESSEE by prize-winning historian and novelist Wilma Dykeman; and MICHIGAN by Bruce Catton, famed Pulitzer Prize winning historian for whom that state is also home. The authors have expressed a willingness to come to Washington for the announcement and presentation.

The significance of these publications and the federal agency support that the program is receiving, strongly points to the value of Presidential participation. It is suggested that the President receive the presentation at an announcement ceremony in the White House.

APPROVE _____

DISAPPROVE _____

MAR 27 1976

THE WHITE HOUSE
WASHINGTON

March 26, 1976

MEETING WITH WINNER OF JACK ANDERSON'S
"SLOGANS U.S.A. CONTEST"
Monday, March 29, 1976
12:00 Noon - 12:05 PM (5 Minutes)
Cabinet Room or Rose Garden

From: Theodore C. Marrs *T. Marrs*
Milton E. Mitler *M. Mitler*

I. PURPOSE

To meet with and congratulate the winner of the Jack Anderson "Slogans U.S.A. Contest" and her husband and others who helped with the project.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: Syndicated Columnist Jack Anderson has been conducting a nationwide contest to find a slogan for the Bicentennial. The program, "Slogans, U.S.A. - Let's Hear It For America," is recognized by the American Revolution Bicentennial Administration.

1. According to Anderson's people, almost 2.0 million entries were received. Initial screening was accomplished by the Jaycees, The American Legion and the General Federation of Women's Clubs. Final screening to determine the finalists was accomplished by the Bicentennial Chairpersons of the 55 states and territories.

2. The winning slogan was selected as the result of over 300,000 ballots cast. Assisting in this were Time Magazine, Newsweek, People, U.S. News and World Reports, and the T.V. Guide Magazines through public service advertising which was prepared by The Advertising Council.

3. The Slogan selected is: "Freedom's Way - U.S.A." and was submitted by Mrs. Ellen Harness of Litchfield, Connecticut. Announcement of the winner will be made by Anderson in his Monday, March 29 column.

R - what should I do?



4. The slogan is to be promoted throughout the country by Jack Anderson and others in the media who have cooperated up to now.

5. In attendance for this will be representatives of various groups and organizations which contributed to the program.

B. Participants:

List attached.

C. Press Plan:

Press Photo Opportunity

III. TALKING POINTS

Attached

WINNER
"SLOGANS, U.S.A."
BIOGRAPHY

Name: Ellen Meisinger Harness

Place of Birth: Waterbury, Connecticut

Date of Birth: December 15, 1946

Current Home: Litchfield, Connecticut

Education: Associates Degree in Hotel Management from Paul Smith's College, New York.

Bachelor in Business Administration, University of Connecticut.

Married: Burt Harness in 1970.

Employed: Claims Supervisor, Root & Boyd, Inc.
Also, Secretary of American Revolution Bicentennial Commission of Litchfield, Connecticut.

Hobbies: Membership in the Early Ford V-8 Club of America, The Antique Automobile Club of America, The Society for the Preservation & Appreciation of Antique Motorized Fire Apparatus in America, the Litchfield County Antique Fire Company, and the Appalachian Mountain Club.

General: The Harnesses own several antique cars and three old fire trucks. Burt Harness is employed as the woods foreman for the forestry operation at the White Memorial Foundation in Litchfield.

Motivation: Ellen Harness thought of the winning slogan while driving to work and began to review the extent of the freedoms Americans enjoy. The most striking to her were the number of things that she can do or say without fear. The pursuit of the same freedoms was the driving force behind the Revolution and continues as the greatest driving force behind our country today. Mistakes have been made, and some rights have been abused, however, she felt that as long as people will continue to keep freedom as one (perhaps the most important) goal, those mistakes and abuses will never become permanent practice. Thus was created the winning slogan, "Freedom's Way - U.S.A."

PARTICIPANTS

- Mrs. Ellen Harness, author of winning slogan, "Freedom's Way - U.S.A."
- Mr. Burt Harness, husband of winning author
- Mr. Frank C. Ingo, Executive Vice President, Slogans U.S.A.
- Miss Mary (Mardi) Devolites, Program Coordinator, Slogans U.S.A.
- Mr. Lewis W. Shollenberger, Vice President, The Advertising Council
- Mrs. Jean McKee, Deputy Administrator, American Revolution Bicentennial Administration
- Mr. Jack Anderson, Syndicated Columnist
- Mr. Edward J. Piszek, Sr., President, The Copernicus Society of America
- Mrs. Edward J. (Olga) Piszek, Sr., wife of Edward J. Piszek, Sr.
- Mr. Edward J. Piszek, Jr., The Copernicus Society of America
- Mrs. Edward J. (Margaret) Piszek, Jr., wife of Edward J. Piszek, Jr.
- Mr. John Cleghorn, Vice President, Holiday Inns, Inc.
- Mr. Don Weiss, Director of Public Relations, National Football League
- Miss Mary T. McNamara, Assistant Advertising Manager-Business, Newsweek
- Mr. Ralph Graves, Associate Publisher, Time
- Mr. Richard J. Durrell, Publisher, People
- Mr. John H. Sweet, President & Publisher, U.S. News & World Report
- Mrs. Carroll E. (Mary Catherine) Miller, President, General Federation of Women's Clubs
- Mr. Warren Marr, Editor, The Crisis, National Association for the Advancement of Colored People (NAACP)
- Mr. Steve Werner, President, Gemini Rising, Inc.
- Mr. Rebel L. Robertson, Vice President, Boy Scouts of America
- Ms. Verna G. Harper, President, Campfire Girls

PARTICIPANTS (Cont'd.)

Dr. Gloria Scott, President, Girl Scouts of the U.S.A.

Senator Abraham A. Ribicoff (D-Conn.)

Senator Lowell P. Weicker, Jr. (R-Conn.)

Representative Toby Moffett (D-Conn.)

Mr. Richard L. Robinson, President, The United States Jaycees

Mr. Ernest Cuneo, Copernicus Society of America

Mr. Frederick A. Stewart, Vice President, Government Affairs, American Motors

Mr. James C. Watkins, Director, American Legion, National Public Relations
Division

Mr. Robert O'Brien, Senior Editor, Reader's Digest

Mr. Robert Young, Charles A. Pomerantz, Ltd.

Mr. Milton Weiss, Charles A. Pomerantz, Ltd.

TALKING POINTS
MEETING WITH WINNER OF
JACK ANDERSON'S "SLOGANS, U.S.A."
CONTEST

- My congratulations to you, Mrs. Harness, not only for having thought of the winning slogan, but for the support you received from people throughout the country.
- I believe the results of this one Bicentennial effort points out the manner in which Americans are responding to the spirit of the Bicentennial throughout the country.
- The almost 2 million entries received are indicative of a swelling belief in our country and what it has accomplished over the past 200 years.
- This is also reflected in the many Bicentennial programs about which we are aware--over 40,000 at last count -- and even by the many gifts which are being sent to the nation.
- I am pleased also to know that Mrs. Harness is also in the Ford family. I see by her biography she and her husband are members of the Early Ford V-8 Club of America. I want you to know, the later Fords aren't so bad either.
- While all of you are here, I do want to tell you that the support the media and the many civic organizations have given this activity is outstanding.
- Jack, I'm sure you can take pride in the way the contest has gone and in the number of people who responded.

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: April 9, 1976

FROM: THEODORE C. MARRS *None*

MILTON E. MITLER *None*

THRU: JOHN O. MARSH, Jr. *John*

VIA: WILLIAM W. NICHOLSON *William*

MEETING:

Remarks to assemblage of North American Cathedral Deans who will be convening in Washington, D.C. and will have been briefed on several subjects by Administration representatives.

DATE:

Friday, April 23, 1976, at 11:30 A.M.

FORMAT:

- location: The East Room
- participants: List to be supplied, but will consist of about 67 Episcopal Deans and their wives.
- expected length: 10 minutes

CABINET

PARTICIPATION:

None

SPEECH

MATERIAL:

To be prepared by Bob Orben's office.

PRESS

COVERAGE:

Full Press coverage.

STAFF:

JACK MARSH
TED MARRS
MILT MITLER

RECOMMEND:

JACK MARSH
TED MARRS
MILT MITLER

OPPOSED:

None

PREVIOUS

PARTICIPATION:

None

BACKGROUND:

Deans of the Episcopal Church from Canada and the United States, plus several from England, Australia, and British Guiana with their wives will be meeting in Washington, D.C. for their annual conference program. This year, in commemoration of the Bicentennial, they

have asked for a series of briefings at the White House which will cover our country's future in terms of safety and opportunity.

The Deans, who are represented here by Dean Francis B. Sayre, Jr., have raised questions about national defense, Foreign Policy, and Science and Technology as it focuses on a better life style for the future.

Arrangements have been made to present briefings at a White House session on April 23, 1976, commencing at 9:00 AM by representatives of the Office of Management and Budget, the State Department, and the National Aeronautics and Space Administration.

To quote Dean Sayre, " We would wish to concern ourselves with how security and freedom go hand in hand, particularly where war and peace among issues are concerned. How shall our democracy become meaningful to others and renewed in ourselves when we have to devote such an overwhelming proportion of our resources to a non-productive defense? I keep wondering how we so-called moral leaders can really contribute to some more vividly creative philosophy of our role in the world."

It is suggested that the President address this group at the culmination of their briefings.

APPROVE _____ DISAPPROVE _____

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: MAY 19, 1976

FROM: THEODORE C. MARRS
MILTON E. MITLER

THRU: JOHN O. MARSH, Jr.

VIA: WILLIAM W. NICHOLSON

EVENT: Opening of the Centennial Safe located in the United States Capitol.

DATE: July 1, 1976, at the convenience of the President. (an alternative date of June 30 would be acceptable)

PURPOSE: The Centennial Safe, which is now on display in the U. S. Capitol, has attracted national interest. The originator of the safe, Mrs. Charles F. Deihm, in her instructions when sending the safe to the Capitol, asked that it be opened on July 4, 1976 by the "Chief Magistrate" of the nation. While there are a number of 1876 Time Capsules, this is the only recognized 'national' time capsule which originated in 1876.

FORMAT:

- location: the East Front entrance hallway, 1st floor lobby of the United States Capitol.
- participants: list attached
- expected length: 30 minutes

CABINET PARTICIPATION: None

SPEECH MATERIAL: Talking points to be supplied by Bob Orben.

PRESS COVERAGE: Full press.

STAFF: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

RECOMMEND: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

OPPOSED: None

PREVIOUS
PARTICIPATION:

None

BACKGROUND:

Mrs. Charles F. Deihm of New York City, a publisher and Civil War Widow, conceived the idea in 1876 of preparing a safe as a Centennial "Time Capsule".

The Centennial Safe was first exhibited at the Centennial Exposition in Philadelphia. It attracted attention which helped with Mrs. Deihm's ambitions to collect autographs and photographs from leading political and business leaders and "men and women of mark".

At the close of the Exposition, Mrs. Deihm toured the country gathering additional photographs and signatures of distinguished orators, clergymen, poets, statesmen, jurists, and merchants from the United States as well as artifacts.

In 1877, the Safe was removed to the United States Capitol where it was displayed in the Old House Chamber -- known as the Statuary Hall. However, there is no record of the official acceptance of the safe by the government at that time.

For some unknown reason, opposition developed concerning the acceptance of the safe by the Congress and in December 1879 the safe was removed from its display area and placed under the East Central Portico of the Capitol. It remained there until 1958 when that portion of the building was extended, at which time it was removed to the Capitol crypt.

The safe has now been accepted by the Congress and on January 19, 1976, at ceremonies held in the Capitol, the outer doors of the safe were opened. The ceremony was sponsored by the Joint Committee on Arrangements for Commemoration of the Bicentennial.

The safe is about 50 inches wide, 40 inches deep, and 64 inches high. It is fitted with two outside iron doors which open in the center. Inside there is a glass door which

is opened by a key. When the iron doors are in an open position, the inscription on the viewer's right reads:

It is the wish of Mrs. Deihm that this safe may remain closed until July 4, 1976, then to be opened by the Chief Magistrate of the United States.

The inscription on the viewer's left reads:

In memory of those whose names appear upon the pages of the albums deposited within who have rendered distinguished services to their country.

The safe holds albums of signatures, including a "Blue Book" containing the names of the 80,000 persons then employed by the Government, silver artifacts, photographs and other memorabilia.

Although Mrs. Deihm had indicated she intended to send a description of the safe, the combination to the outer doors and the key to the inner door to the Smithsonian Institution, instead she left those to a woman companion who took care of her in her later years. When the woman companion, Mrs. Emma R. Sutton, passed away the legacy was given to her nephew, Mr. T. L. Watts of Gainesville, Florida. Mr. Watts was present for the January 19th ceremony and may return for the official opening of the inner door.

It is clear from Mrs. Deihm's writings that by the term "Chief Magistrate of the United States" she was referring to the President of the United States.

The condition of the contents at this time is unknown. When the inner door of the safe is opened, experts in such matters will be on hand to check the contents and assure their safety from the elements.

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For the special opening ceremony, the safe will be removed from its present location in the East Front Entrance Hallway to the Hall of Statues.

APPROVE _____ DISAPPROVE _____

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: May 19, 1976

FROM: THEODORE C. MARRS
MILTON E. MITLER

THRU: JOHN O. MARSH, Jr.

VIA: WILLIAM W. NICHOLSON

MEETING: To deliver the address at the opening Session of the 86th Annual Congress of the National Society of the Sons of the American Revolution in Philadelphia, and to receive the Society's highest honor, the SAR's Gold Good Citizenship Medal.

DATE: Monday, June 14, 1976, during the morning hours at the President's convenience.

PURPOSE: This is the major annual meeting of the National Society of the Sons of the American Revolution and they have selected Philadelphia as their meeting area because of its significance to the Bicentennial year. Since the President has addressed the Daughters of the American Revolution this year, it would be most appropriate to speak to this group as well.

FORMAT:

- location: Grand Ballroom, Benjamin Franklin Hotel, Philadelphia, Pennsylvania
- participants: 1,000 delegates
- expected length: 15-20 minute presentation

CABINET PARTICIPATION: None

SPEECH MATERIAL: To be prepared by Bob Orben.

PRESS COVERAGE: Full press opportunity.

STAFF: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

RECOMMEND: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

OPPOSED: None

PREVIOUS PARTICIPATION: None

BACKGROUND: The 86th Annual Congress of the Sons of the American Revolution, an organization composed of those who are lineally descended from individuals who assisted the American cause during the Revolutionary War, will be held this Bicentennial year in Philadelphia, Pennsylvania. The SAR was founded in 1889 and chartered by Congress during the Presidency of Theodore Roosevelt. In attendance, among the 1,000 delegates and their wives, will be members from the Commonwealth of Puerto Rico, the Territories of Guam, the Virgin Islands and American Samoa, and from SAR chapters abroad.

The SAR also has designated the President, who is a member of the Society, to receive the highest honor the Society can confer, the SAR Gold Good Citizenship Medal.

As an alternative to the opening remarks, the Society has offered other alternatives including Presidential participation in the Monday, June 14th luncheon, the Annual Banquet on the evening of Tuesday, June 15, or the closing Banquet on the evening of Wednesday, June 16.

APPROVE _____ DISAPPROVE _____

THE WHITE HOUSE

WASHINGTON

May 26, 1976

MEMORANDUM FOR: JACK MARSH

FROM: TED MARRS 

Jack, I have looked into this and while I recognize that the SAR does not enjoy the level of public relations experienced by the DAR, just the same they represent an historically important segment of our society and during this year particularly do merit Presidential participation.

I realize the problem of too much exposure in any one area. But, this doesn't really fall into the same context. The SAR is conducting a national meeting in Philadelphia. The effect of Presidential participation will produce nationwide exposure.

Attachment (Schedule Proposal for the President to address the 86th Annual Congress of the SAR)

THE WHITE HOUSE

WASHINGTON

May 26, 1976

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THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: MAY 25, 1976
FROM: THEODORE C. MARRS *sem*
MILTON E. MITLER *lll*
THRU: JOHN O. MARSH, Jr. *gm*
VIA: WILLIAM W. NICHOLSON

VISIT: To visit the U.S. Bicentennial Exposition on Science and Technology, Kennedy Space Center, Cape Canaveral, Florida and officially 'open' the event.

DATE: At the President's convenience between June 9-30, 1976. The preference expressed by NASA is June 14.

PURPOSE: The U.S. Bicentennial Exposition on Science and Technology, which the President approved for implementation at Cape Canaveral, will open to the public for 100 days on May 29, 1976. Presidential participation would both assist in bringing additional attention to the activity and would further evidence the President's interest in it.

- FORMAT:
- location: Kennedy Space Center, Cape Canaveral, Florida.
 - participants: To be supplied.
 - expected length: 1-2 hours

CABINET PARTICIPATION: None essential, but since the various cabinet agencies are among the exhibitors, it is conceivable that Cabinet members may desire to join the President.

SPEECH MATERIAL: Talking points to be supplied by Bob Orben.

PRESS COVERAGE: Full press.

STAFF: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

RECOMMEND: JOHN O. MARSH, Jr.
THEODORE C. MARRS
MILTON E. MITLER

OPPOSED:

None

PREVIOUS
PARTICIPATION:

None at the Site. The President did meet with Federal Agency representatives for a briefing on the project on February 9, 1976.

BACKGROUND:

The President approved this program as the one Bicentennial activity which would be a combined Federal effort. He announced this at the Cabinet meeting on September 17, 1975 and urged all Federal Agencies to participate to the extent each could.

In concert with the overall commemoration of our nation's 200th anniversary, it was determined that there needed to be some focus on science and technology with a look toward the future.

The National Aeronautics and Space Administration (NASA) has been the single manager of the Exposition and when the gates open on May 29, 1976, the visiting public will be treated to some innovative possibilities for future life styles.

There are fifteen prefabricated domes and within each the Federal Agencies, private sector companies and some colleges and universities will offer a variety of exhibits, each dealing with life style advances on which that group is working and which will become reality in the near future.

In all, seventeen agencies, ten private companies and six colleges and universities have joined together to make the Exposition a success.

One of the largest American flags ever to be seen has been painted on the side of the Vehicle Assembly Building (VAB). It measures 209' by 110'. A Bicentennial emblem also on the building measures 110' in diameter.

The Federal Agencies participating are:

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American Revolution Bicentennial Administration

Bureau of Standards

Community Services Administration

Department of Agriculture

Department of Defense

Department of Health, Education and Welfare

Department of Housing & Urban Development

Department of the Interior

Department of the Treasury

Department of Transportation

Energy Research and Development Agency

Environmental Protection Agency

National Aeronautics and Space Administration

National Endowment for the Arts

National Oceanographic and Atmospheric
Administration

National Science Foundation

United States Postal Service

From the private sector:

E-Systems

General Dynamics

Grummond

IBM

Lockheed

McDonnell-Douglas Aircraft Corporation

Rockwell International

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Thiokol

TRW

United Technology Corporation

Schools and Colleges:

Bethune-Cookman College

Florida A & M

Massachusetts Institute of Technology

Savannah State College

University of California at Berkely

University of Texas

The project has received some very good press coverage thus far and it is expected some 800,000 visitors will see the exhibits during its run.

A Presidential visit would be appropriate during the time period suggested. It would represent a natural follow-on to the interest expressed both by the President during the period of inception and at the time of the February press announcement, from which the following quote has been attributed to the President:

"We will show America what we have done and what we're going to do with our funds, the ingenuity of our scientists and the drive and foresight of our private sector."

APPROVE _____ DISAPPROVE _____

THE WHITE HOUSE
WASHINGTON

May 26

Mr. Marsh -

For your sign-off.

A handwritten signature in black ink, appearing to be 'D. M.', written in a cursive style.

Donna

A handwritten signature in black ink, appearing to be 'Donna', written in a cursive style.

Bucint

June 15, 1976

MEMORANDUM FOR:

BRENT SCOWCROFT

FROM:

JACK MARSH

Why don't you submit a schedule proposal, if you feel the event is worthwhile, to recognize the establishment of the National Defense University.

I think it would be easy for the President to do this and it will give Presidential recognition to a very significant thought center for the American defense and foreign affairs policy.

It is my understanding that President Teddy Roosevelt participated in the establishment of I. F.

JOM/dl



THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: AUGUST 4, 1976

FROM: MILTON E. MITLER

THRU: JOHN O. MARSH, Jr.

VIA: WILLIAM W. NICHOLSON

PRESENTATION:

To receive the National Society of the Sons of the American Revolution (SAR) American Independence Sword.

DATE:

At the President's convenience.

PURPOSE:

To accept from the National President General and other members of the Sons of the American Revolution, the first of their specially commissioned American Independence Swords.

FORMAT:

- Location: Oval Office
- Participants: To be supplied
- Length: 5 minutes

CABINET

PARTICIPATION:

None

SPEECH

MATERIAL:

Talking points to be supplied by Bob Orben.

PRESS

COVERAGE:

White House and Organization photographer.

STAFF:

JOHN O. MARSH, Jr.
MILTON E. MITLER

RECOMMEND:

JOHN O. MARSH, Jr.
MILTON E. MITLER
JERRY D. JENNINGS

OPPOSED:

None

PREVIOUS

PARTICIPATION:

The President met last with the President General of the Sons of the American Revolution on January 24, 1975 at the White House. The President

accepted from the Sons of the American Revolution their ceramic rendition of the signing of the Declaration of Independence, which subsequently was placed on the Freedom Train.

BACKGROUND:

The National Society of the Sons of the American Revolution is composed of those who are lineally descended from individuals who assisted the American cause during the Revolutionary War.

Their activities over the years have helped immeasurably to focus public attention on the events of our Revolutionary Era.

This year, particularly, the SAR has been extremely active in bringing to the nation significant information about our early years.

The American Independence Sword adds a degree of ceremony to our national celebration. As the SAR points out, "the wearing of a ceremonial sword indicates the importance of an event, as it did when George Washington was inaugurated as the First President of the United States".

On the occasion of the 200th anniversary of the United States, the U. S. Historical Society has authorized the issuance of the American Independence Sword, symbol of protection of life and liberty.

1,000 Swords will be made, after which the forms, dies and moulds will be destroyed. Each is numbered and registered. Each Sword is being handcrafted with the same techniques that were used 200 years ago.

Sword #1 has been given to the SAR for this purpose. Attached is printed material describing the sword.

APPROVE _____ DISAPPROVE _____