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JOHN REAGAN McCRARY

August 20, 1974

Dear Bob:

Attached is a copy of a bundle for Jack Marsh, which deals with bits of your domain; and also a needle point, complete with wool, for the first and best phrase coined in the mint of your Boss -- "Truth is the Glue". It hit the window of Woolworks on Madison Avenue, almost before the print was dry on the headlines. I doubt that you have time for needlepoint -- maybe your bride does, to make a sampler for your typewriter.

As I told Jack, I used to needle Safire and Buchanan about Nixon being the first President ever to make the White House without making Bartlett's Familiar Quotations, or even making a quote in any headline on the front page of The Times. Your man will score often.

I liked the use of the word "partner" twice in Nelson's launching; you know how it reads in Spanish: "Compadre". Far better that "Good Neighbor" or "Alliance for Progress".

Stay well, and stay wary,



*Mr. Robert T. Hartmann
Counselor to the President
The White House
Washington, D. C.*

JOHN REAGAN McCRARY

August 20, 1974

Memo To: Jack Marsh

From: Tex McCrary

Subjects:

1. Your Bicentennial Cerebration.
2. Keynote Word: "Partner -- Compadre".
3. Fulbright, Cotton, and Clare Luce, Council of Elders.

Attached:

1. Original memo to John Warner
2. Letter from National Association of Food Chains about "Village Greens".
3. Clippings on Ted Ashley, "King of Hollywood".
4. Letter from Ron Walker, Department of Parks, re Liberty Tree.
5. Letter from Senator Bentsen of Texas to Mayor Kevin White of Boston, about stealing the "Liberty Tree".
6. Letter from France re anti-American feelings there -- diagnosis, prescription, and cure.
7. For your collection, Ford Medal as first Vice President under 25th Amendment.

Tex

YOUR BICENTENNIAL CEREBRATION.

I say "your" Bicentennial, because as I learned in Tiger Teague's office, you may not be the Father of your Country, but you sure are the daddy of our 200th Birthday.

And I say "cerebration", because we are going to have more to think about than to celebrate in '76.

As a matter of fact, that's how my Lafayette Place project for Jordan Marsh got started in Boston -- they said "dream up a way to celebrate the Bicentennial that will attract national attention for the parent Allied Stores."

My diagnosis, prescription, and cure was:

"Don't celebrate -- cerebrate by rebuilding Downtown Boston". And that's what we're doing, with a French developer.

In that same spirit, all pro bono, we have tried to help John Warner launch his "second effort". We gave him some cheap advice, and he flattered us by listening:

In the attached memo, we urged: "Build a firewall between the Bicentennial and the President. . . . Only the Bicentennial can lift the aim of America, and that's your job, chum. . . . Make Ladybird your co-chairman (Tiger tried). . . . and learn from Tom Sawyer how to get others to paint your fence. . . ."

We rallied some help along those lines; with the help of the National Association of Food Chains, headed by a guy who was an advance man for Ike, and chaired by Joe Danzansky, who knows that Washington is really only a small town, we produced a vehicle called "The Village Greens". . . . 16,000 shopping centers across the nation, where housewives are fighting inflation on the Kitchen Front every day.

Tom Macioce, head of Allied Stores, is industry chairman of the National Retail Merchants Association for '76, and that's the other anchorage of our Village Greens.

We present the whole concept in Phoenix on September 7-10; and the focal point will be a gimmick we swiped from Boston, the Bicentennial Liberty Tree, explained in the attached letter from Ron Walker of the Department of Parks.

We hope to plant a national Liberty Tree beside the national Christmas Tree in the Ellipse this Thanksgiving; to be followed by every State Governor at the rate of one a week in '75 planting their State Trees around the Ellipse.

. . . . cont'd

That kind of outreach can do a lot to carry the Bicentennial West of the Hudson and Potomac -- and incidentally, please ask your wordsmiths to swap a better word for the third theme of the Bicentennial, not "Horizons", but "Frontiers". I know, it was a Kennedy word, but it works in the West where the Bicentennial needs an Indian guide.

We want to plant a Liberty Tree in every shopping center-Village Green, and in City and State and National Parks, and High School yards. And at the base of every Liberty Tree, to focus on our future Frontiers, we want to plant a Tri-centennial Time Capsule, in which a portrait of Hometown America will be assembled, to be opened in 2,076.

We would hope to get a letter from President Ford, addressed to the presidents of every Sophomore Class, the Class of '76 they will become, charging them with special effort to produce the best possible Yearbook '76 as the foundation of that portrait of Bicentennial America. Can we get that one in time for Phoenix?

Attached also is a letter from a dame who used to work for me, now the wife of the brother of the wife of the President of France. In it, she is blunt about the anti-American feeling in France.

I have asked Lang Washburn, old friend of our President and Assistant Secretary of Commerce for Tourism, to make a special effort to package a meaningful tour of French people to America in '76 -- and the descendants of the Marechal de Rochambeau who will turn 21 on July 4, 1976, should make fine focal points for such a French flight to America.

As you know, nothing is better for a battered spirit in America than to hear the rest of the world sing "Happy Birthday".

Attached also is a clipping on Ted Ashley -- Jinx and I were his first clients years ago, and today he is indeed "King of Hollywood". Not that it means anything now, but he was a substantial contributor to the Nixon campaign; more importantly, he is the only man with motivation and traction enough to produce a meaningful contribution from the movie industry.

Jack Valenti -- who slept better because LBJ was in the White House, as I sleep better now with you there, can't pull it off. Ted Ashley can. I fed his name in to John Warner for membership on the Bicentennial Council; don't know what happened. That log jam should be blasted loose fast.

.... cont'd

THE KEYNOTE WORD: "PARTNER--COMPADRE"

I used to needle Bill Safire and Pat Buchanan and Ray Price with the repeated reminder that "Nixon is the only President who ever got into the White House without making Bartlett's Familiar Quotations" ... or even a quote in a front page headline in The Times.

President Ford has already scored with one word and one quote: The quote is "Truth is the glue"... and I have sent Bob Hartmann a needle-point for that quote, one measure of its impact. I saw it in a store window on Madison Avenue two days after it broke print!

The keynote word is "partner" -- "compadre" in Texican. FDR had a phrase, "Good Neighbor Policy", which, translated, connotes "an object of charity". JFK had "Alliance for Progress", which had military meanings.

We were listening to the President's launching of Nelson up in Connecticut, in the plant where they made the Vice Presidential Medal -- a copy of which I send you, already a collector's item.

I was talking to them about sketching some kind of a Bicentennial Medal which our Ambassadors might give to key people around the world in '76 -- a medal which Governors could award in the 50 States -- a medal which even the President might use in gold and silver for special gifts in our Bicentennial Year.

We had agreed on a sketch for the Liberty Tree Medal, with a line that means, ^{America} to me -- "Freedom to Grow". I think the President's Forest Ranger son would applaud that line.

And we were sketching also a concept for an Interfaith Medal which would use the line unique to all our American coins -- "In God We Trust".

And doggone in the middle of our sketching, if the President didn't use the word, twice, which fits like a wedding ring the new mood of America and of his Administration -- "partner"... "good partner"... an action word, a wedding word, an American word... but it translates into every language.

I asked them up at Medallie Arts to sketch that word into a medal... with four outstretched hands... not as clenched and shaking fists... but as handshakes... one from East and one from West and one from North and one from South... stretched and clasped like a cradling cross for the globe... and the dates, 1776-1976... and the word at the base in American "Partners"... repeated in French and Russian and Chinese and German and Italian and Spanish and Arabic around the rim. I'll send you the sketch when it is finished, for your Bicentennial parental review.

.... cont'd

FULBRIGHT, COTTON, AND CLARE LUCE,
"THE COUNCIL OF ELDERS"

Clare would shoot me with a dum-dum if she knew I called her an Elder Statesman -- shades of Baruch! But Cotton and Fulbright relish the rank, and both are keenly interested in being useful in retirement, as you probably know already.

But the thought occurred to me in two widely separated places -- sitting on Baruch's Meditation Bench, where we used to hold press conferences when he was not welcome in Truman's White House -- and last weekend up in Bretton Woods, where there is a brass plaque on a door marking the time and place of the historic Bretton Woods Conference of thirty years ago.

There are three Bicentennial Themes -- Heritage, Festival, and Horizon... which I really hope you change to Frontiers.

So many Americans are rejecting Religion and turning to Astrology in search of solutions; Nostalgia is the hottest theme for music... so, why not reach into the riches of past experience, tap the wisdom of Elder Statesmen?

Of course, you could indict that suggestion as self-serving, as I turn 64. But seriously, it would be generous, and characteristic of the President to close the Geriatric Gap between History and Headlines via a Council of Elders.

And incidentally -- do you remember that picture in Tiger's office of Eisenhower and Truman and Johnson and Kennedy at the funeral of Mister Sam? What an eloquent portrait of the American System... where Former Presidents are not exiled or put into prison or shot.

And in that connection, it would be an eloquent portrait of America if President Ford would invite to the Philadelphia Ceremonies on the 200th Anniversary of the opening of the Continental Congress, as noted in your legislation, this September of '74, the four men who ran and lost for the Presidency, two Democrats and two Republicans: Landon and Goldwater and Humphrey and McGovern. That picture, too, would have a meaning around the world.



Tex McHenry
File
PJL

Dear John Warner...we have just left your hall and farewell party at the Navy Yard...Bill Middendorf invited me...it has been a moving and revealing and rewarding evening...to find a sense of humor woven into a sense of purpose...to find a civilian who has clearly captured the meaning of the Senior Service...all of this strengthened first impressions...and especially, a brief talk with Lang Washburn about you made me believe that "the can of worms" will only make good fish bait for you in your new assignment....

I have borrowed this typewriter to complete the memo I started on the Bicentennial...attached...

But I want you to read everything that follows in the wake of my very serious advice to keep the Bicentennial above and beyond partisan politics....

I had lunch today with "Tiger" Toague of Texas, chairman of the Democratic Caucus, and a direct descendant of Mr. Sam...

We talked about the implications of Jim Buckley's call for resignation... we talked about the inoperability of the name for months....

Tiger and Jack Javits and Jack Kennedy and Dick Nixon were guests on our radio program in 1946 when they first came to town as Freshman Congressmen...what I feel now about Nixon is against that perspective....

And when I checked in at the hotel, there at the desk was George Christian... he had just left John Connally in South Carolina...and we talked about what lies ahead for Nixon... even in Texas....

Build a fire wall between the

It all adds up to the same bottom line: Build a fire wall between the Bicentennial and the President.... I know how hard it will be....especially for you....

But you are the only guy who can keep the Bicentennial Election from turning into a passing contest between Chappaquidick and Watergate....

Only the Bicentennial can lift the aim of America...that's your job, chum....

Tex

Even Jimmy Ford
stands clear and
is about to cry,

" TIM-BER! "



1725 Eye Street
Northwest
Washington, D. C.
20006
Telephone:
(202) 331-7822

April 19, 1974

Mr. John Reagan McCrary
161 East 61st Street
New York City 10021

Dear Tex:

NAFC does have an unbelievable reach that could be mobilized to support the goals and objectives of the Bicentennial.

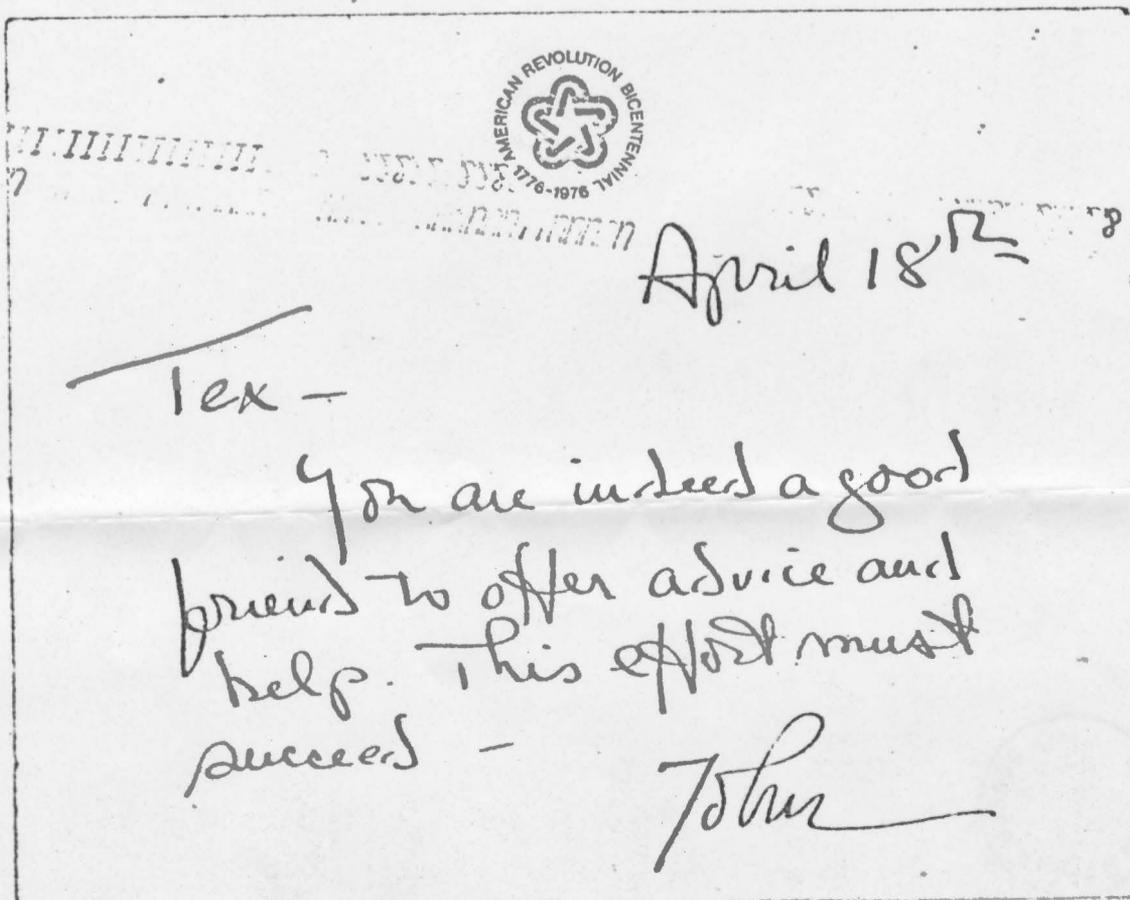
Not only must we have a store in every neighborhood (by our very nature) we must, by advertisement, communicate with every consumer at least three days out of every week. These are but some of the indicators of the truly unbelievable nature of the reach of an industry that, although truly modern and truly new, retains some of the village green aspects that our former pickle and cracker barrels bestowed upon us.

Sincerely,

Clarence G. Adamy
President

CGA:khh

P.S. Tex, maybe the reverse side of this letterhead, which lists our Board of Directors, would give you another dimension of our reach.



FORD

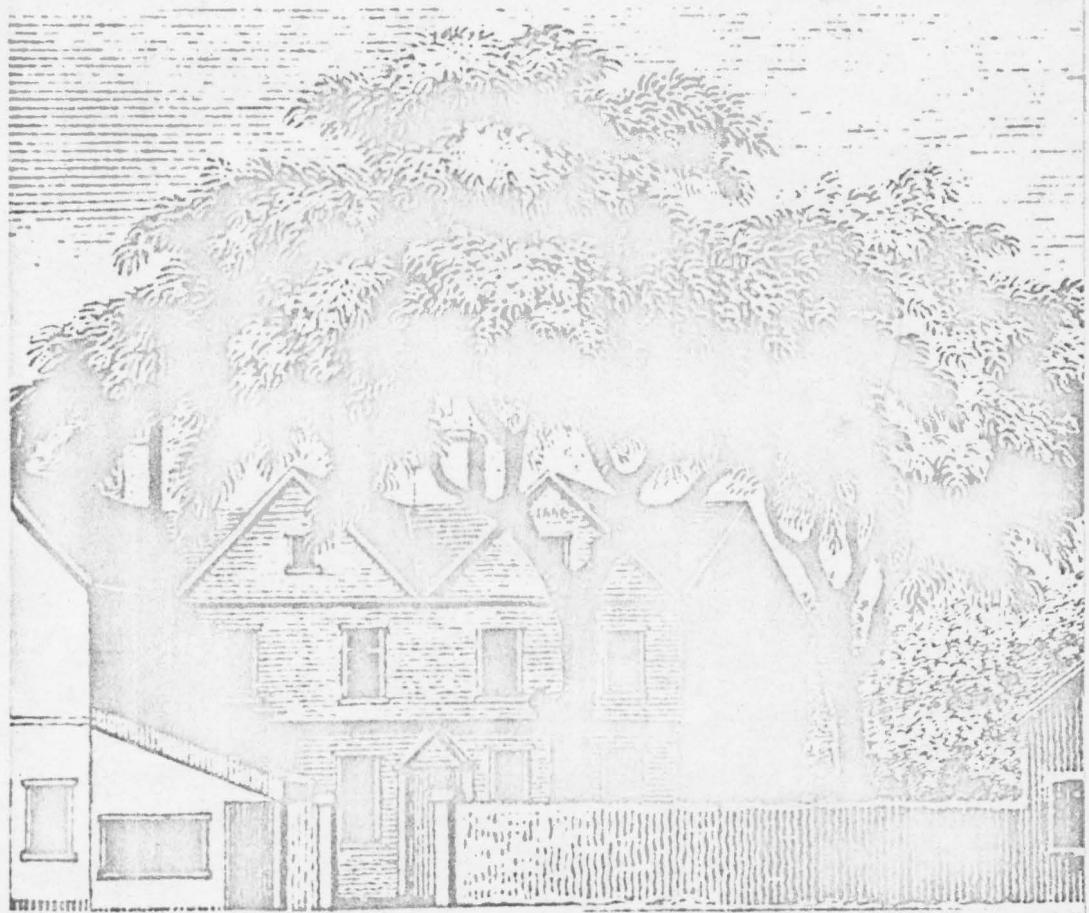


PROMOTION
CONFERENCE
September 7-10, 1974

WILB'S TOWNHOUSE, PHOENIX, ARIZONA



LIBERTY PLANTREE BOSTON





United States Department of the Interior

NATIONAL PARK SERVICE
WASHINGTON, D.C. 20240

OFFICE OF THE DIRECTOR

August 6, 1974

Mr. Tex McCrary
161 East 61st Street
New York, New York 10021

Dear Tex:

I found our discussions on the proposed Bicentennial Liberty Tree project most productive. This is the kind of project that is consistent with the National Park Service mission to promote conservation and ecology, and I believe we should move ahead at once to implement the program.

The focus of the program, as we have outlined it, is to encourage Americans to plant "liberty trees" for the Bicentennial. It is envisioned that participation in this program would come from all quarters of our society, from individual families, schools, and local garden groups, to shopping centers, cities and even states. The trees that are planted would provide a living reminder of our Nation's Bicentennial and at the same time help preserve and protect our natural environment.

The National Park Service will launch this project in the fall of 1974 with the planting of the National Liberty Tree. High level representation could be expected at such a ceremony. Constitution Gardens, now under construction on Washington's Mall as a major Bicentennial project, will be the final location of the National Liberty Tree, which would be surrounded by state liberty trees planted by representatives from the states.

Additionally, we will prepare a brochure designed to encourage participation in the Liberty Tree program, an educational kit on trees and how to plant and care for them, as well as appropriate certificates to be sent to everyone who participates in the Liberty Tree project.

To help sustain this project on a national level it would be helpful to solicit the support of a national organization with marketing expertise to embrace this program. Such an organization could pay for the design, printing and distribution of display posters at retail outlets across the country; arrange for or pay for free seedlings that could be made available for this program; and arrange for the sale of trees on a non-profit basis either by mail or at local outlets across the country. If you know of such an organization I would like to talk with them further.

This is an exciting Bicentennial project and I look forward to your assistance in making it a truly national effort.

Sincerely,

Ron Walker
Director

NEW YORK



Who Is Ted Ashley?
Just the King of Hollywood, Baby
By Karl Fleming

August 2, 1974

LE FRESNE
41 AUTHON (LOIR-&-CHER)
TEL. 4 AUTHON
DE PARIS : 15 (39) 82 91.44
(GROUPEMENT DE VENDÔME)



Dear Tex:

If I haven't written sooner, it's that the shakers and the movers haven't been around here recently thus I'm not sure about my answers. As a neighbor of the French Weekend White House, I was expecting to do better by now.

I'm told that Jacques Giscard d'Estaing, a cousin of Valéry's, is very active in nuclear power. I'm not sure of his title in the Atomic Energy hierarchy, but his home address is 64 rue de Longchamp, 75 Paris 16. He may not be THE person who shakes, but apparently he moves.

2nd question. I don't know Jean-Claude Aaron (I do know his brother Didier), but from what I've heard he'd be a mover in any government even if he wasn't a palace pet.

The Bicentennial is a sore subject and I suspect one reason that the US was officially offered a SOMME ET LUMIERE of Mount Vernon (?) at this early date was precisely to anticipate (and avoid) further involvement. Michel Guy, Secrétaire d'Etat aux Affaires Culturelles, 3 rue Valois, Paris Tier, must be the responsible official but there must certainly exist a bright young Americanophile in a useful job somewhere. I haven't tracked down the ideal person as yet. Americanophiles are hard to come by. Anne d'Ornano is one but now that Michel is a Minister as well as Mayor of Deauville, I doubt you could get much of her time. Genevieve Daridan, brilliant wife of Ambassador Jean Daridan, President of France-Amerique, 30, rue St. Croix de La Bretonnerie, Paris 4 might certainly be very efficace, or Anne-Marie Stehlin (née Schwob), wife of General Paul Stahlin, Larchant, 77 S. et M. But the best bet might be a bright young French public relations man who has just quit Y&R to start an imaginative organization of his own. He is called Patrick Esquerre, Pack Promotion, 62 rue Tiquetonne, 75002 Paris, tel. 233-9572; 233 95-75. The most efficient system might be to try and get them ^{or him} a retainer as they are sure to produce.

Would be surprised how little time la vie de chateau leaves a 1974 Marquise for writing. We have fifteen dogs (King Charlàs and Labradors), 15 horses, 13 white turkeys, 350 sheep, acres of roof, a hundred odd rooms, 20 families of employees, forests, farms and farm machinery to look after and all sorts



LE FRESNE
41 AUTHON (LOIR-ET-CHER)
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DE PARIS : 45 (39) R2 91 44
(GROUPEMENT DE VENDOME)

of transport from motorcycle to horse-drawn hearse (converted to a surry with a fringe on top). Our children are 5 and 10, the family is vast and visitors ever courageous. We get to Paris and London rarely and mainly move in small planes or fast cars, carefully avoiding big airports and seasonal traffic. We are absolute prisoners of this property which is an anachronism like all the others in its category but there are lightening moments which make it all worthwhile, even the winter-morning alarm that goes off regularly at 6:15 AM no matter what.

Getting back to the Bicentennial for a moment, Rochambeau was born in nearby Vendome (15 miles from here) and the Cincinnatti came and put his bronze statue (which had been melted by the Germans) back on its pedestal last June in the village square. The old Marechal has twin descendants who are half American, VII. They are Eric and Mark de Rochambeau, who were 19 on July 4 (whoopse, they'll be 21 on July 4, '76)...their brother Nicholas is a year younger. Their mother was born Sheila Mackintosh and she is an editor of French Vogue. (home address, 20 rue de l'Université, Paris 7).

I hear a horse-van coming in from a horse show. Must see what's going on.

Good Luck, dear Tex. I hope some of this helps. I spent a nostalgic moment on your letter, being reminded how your charming flattery incited enflamed youth to exceed its capacities.

Am Jies —

Sue



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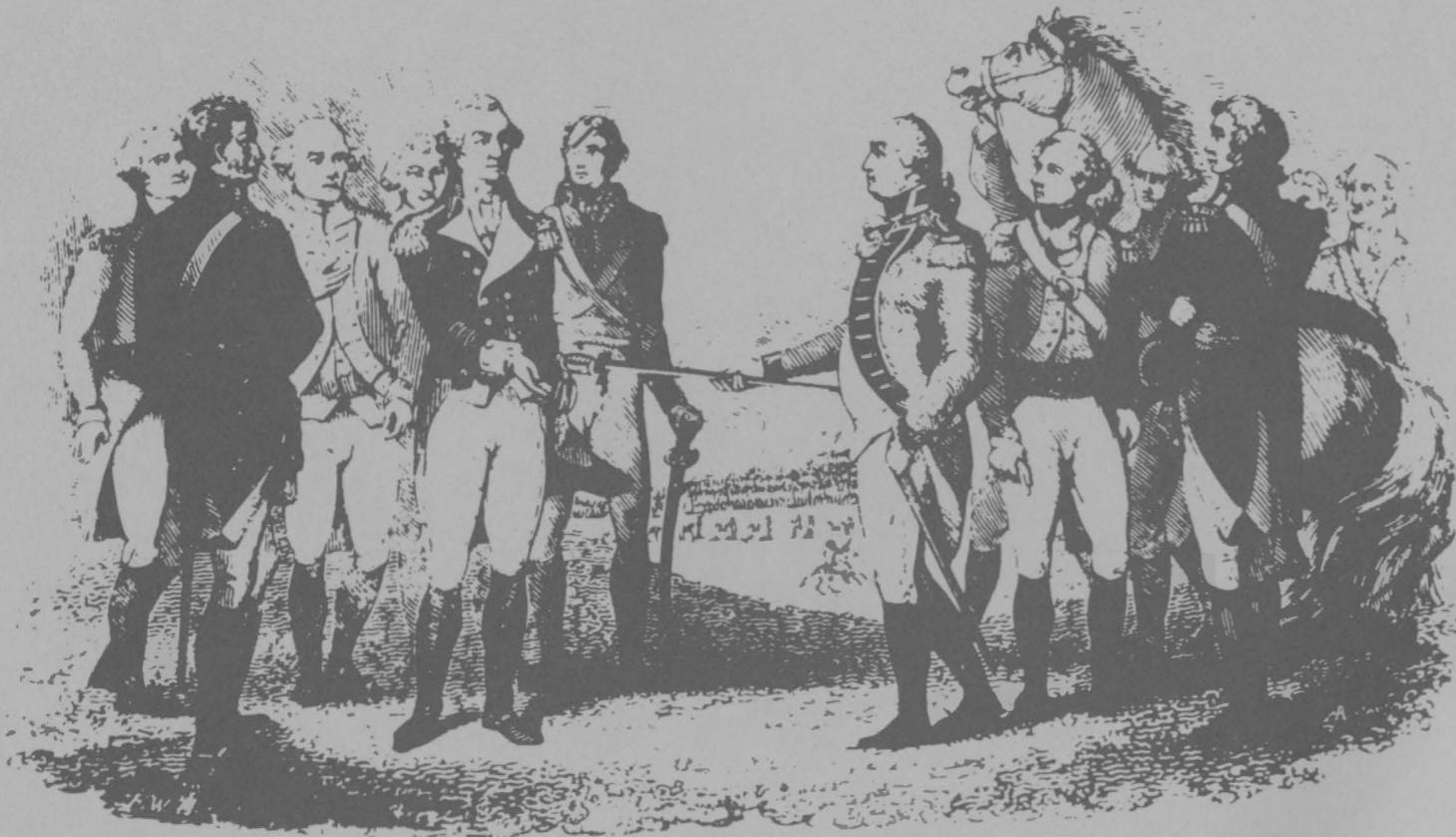
1976: The Nation's Bicentennial

... a time to commemorate.

A time of
fulfillment,
a time for
planning;
a time to
reflect and
a time to
reaffirm.



The Bicentennial Era provides a rare and significant opportunity for Americans to review and reaffirm the principles on which the nation was founded. It comes at a momentous time in our national life. Many thoughtful Americans recognize that it is more important now than ever to help foster a new dedication to the ideals for which the Revolution was fought, to help unite the country in a new commitment to the advancement of human welfare. ■ Medallistic art has long been a classic and traditional medium for symbolizing our national heritage. Over the years, the Medallistic Art Company has received commissions to create a fascinating array of medals, medallions and plaques. These commemorate and celebrate all aspects of American culture and commerce, including the great men and events that have shaped our history. Among the works we are proud to have executed are those shown on pages following.



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COMMEMORATIVES FOR HISTORICAL EVENTS AND IMPORTANT ANNIVERSARIES
OF NATIONAL AND LOCAL INTEREST.



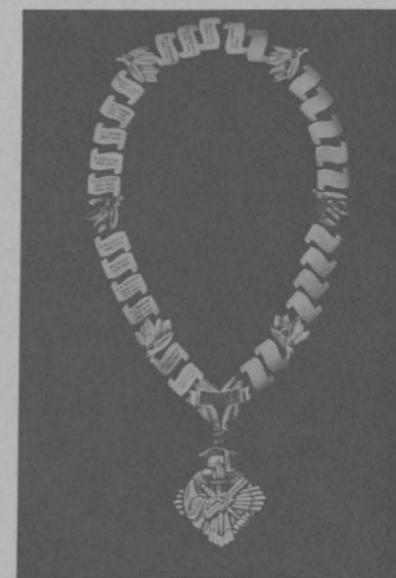
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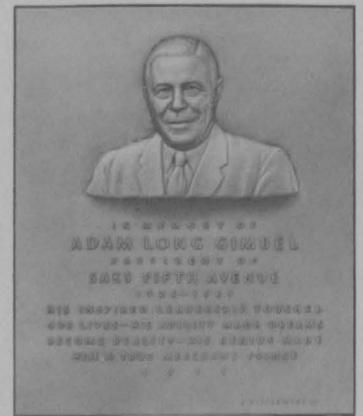
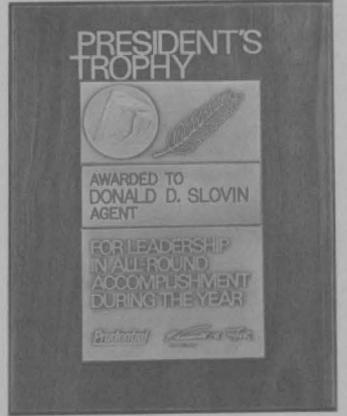
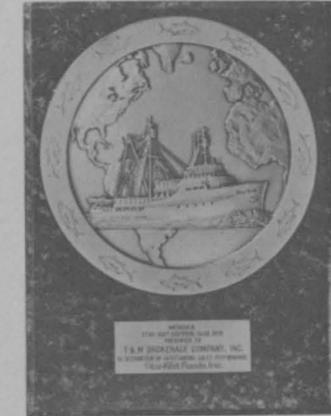


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- Patrick Whitaker



Participation in the national Bicentennial can be a great source of pride and satisfaction for all Americans. Through the commemorative activities of thoughtful and concerned individuals and civic, cultural and business organizations, a heightened awareness of the heritage and values of the past can provide inspiration and guidance that will help us to meet the challenges of the future.

CELEBRATING THE NATION'S 200TH BIRTHDAY.

You and your company, community or group can contribute to and become an active part of the national celebration in many ways. You might sponsor awards for good citizenship; essay contests for school children; erection of local historical markers and monuments; scholarships in American history and government; competitions in patriotic pageants and displays. You may have specific ideas of your own and Medallic Art Company will be happy to help you implement them.

AN INVITATION...

You are cordially invited to call on us for counsel and assistance in developing new medallic art to suit your purpose; to participate in the Bicentennial, to honor individual achievement, commemorate an historical event, celebrate a corporate anniversary or milestone. We will be happy to work with you from original design sketch to the finished work of medallic art.

Please call for an appointment to visit our galleries, where you will be most welcome to browse through one of the finest collections of medallic art in the world. If you are unable to visit us personally, we will arrange for one of our salesmen to meet with you.

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Old Ridgebury Road, Danbury, Connecticut 06810

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Danbury, Conn.
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Old Ridgebury Road
Danbury, Connecticut 06810**



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