

The original documents are located in Box 1, folder “American Revolution Bicentennial Administration (2)” of the Philip Buchen Files at the Gerald R. Ford Presidential Library.

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Bicentennial

THE WHITE HOUSE

WASHINGTON

April 3, 1975

Dear Congressman Findley:

You wrote to Vernon Loen requesting the President's signature on fifteen certificates commemorating the 200th Anniversary of Paul Revere's ride.

Vernon has asked me to review this request, and I regret to advise that it does conflict with our policies in this regard. I trust that those who are members of the Illinois Bicentennial Committee will understand that, except in a few instances of unusual worthiness, as a practical matter it is not feasible for the President to lend his signature in support of all the meritorious Bicentennial activities. He receives numerous requests of this type and, if we would not apply the policy even-handedly, we would rightfully be criticized.

Please convey to Mrs. Schanbacher and Mr. Henderson, the Co-Chairmen of the Bicentennial Committee, my regret, but also at the same time I want to extend to them and, indeed to all those involved in this commemorative event, my very best wishes.

Sincerely yours,

Philip W. Buchen
Philip W. Buchen
Counsel to the President

The Honorable Paul Findley
House of Representatives
Washington, D. C.

cc: Vern Loen



THE WHITE HOUSE

WASHINGTON

March 31, 1975

MEMORANDUM FOR: PHILIP W. BUCHEN

FROM: VERNON C. LOEN *VL*

SUBJECT: Request for the President's signature on 15 certificates commemorating a re-enactment of the Paul Revere ride (in the State of Illinois).

The attached letter from Congressman Paul Findley is self-explanatory. I am also sending you one of the fifteen certificates he forwarded for the President's signature.

As you undoubtedly know, we are being deluged with requests for the President's signature, acceptance of memorabilia or participation in Bicentennial events. Before I take any action of this request, will you please review and advise me. You will note Mr. Findley wishes these returned to him in advance of the April 18 event.

Please return the certificate to me.

Many thanks.



Congress of the United States
House of Representatives
Washington, D. C.

MAR 28 1975

March 26, 1975

Mr. Vernon Loen
Assistant to the President
The White House
Washington, D.C.

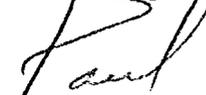
Dear Vern:

Enclosed are fifteen certificates commemorating the 200th Anniversary of Paul Revere's ride. As a part of Illinois' celebration of the Bicentennial, these certificates will be carried on horseback from New Salem to Springfield, Illinois on April 18, 1975. They will bear the signatures of those officials designated. The two Senators and Congressmen representing these areas of Illinois have already signed the copies, and I am hopeful that you will ask the President to sign his name on each certificate in the appropriate location.

After the certificates have been carried on horseback, one will be given to each of the persons who signed, and the remaining six copies will be lodged permanently in the Illinois State Historical Society.

Thanks very much for your assistance, Vern.

Warm regards,

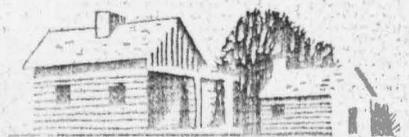
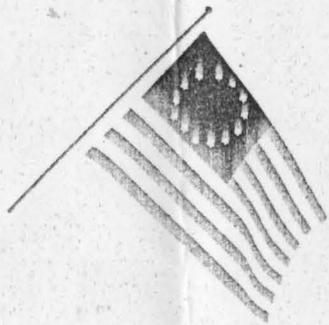


Paul Findley
Representative in Congress

Enclosures



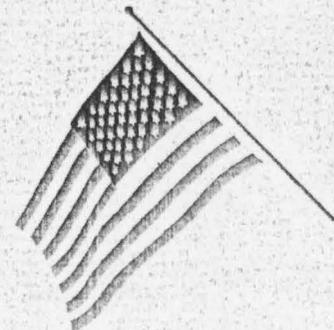
Paul Revere Day



NEW SALEM



SPRINGFIELD



COMMEMORATING THE 200TH ANNIVERSARY OF THE AMERICAN REVOLUTION BICENTENNIAL Springfield, Illinois

This is to certify that this memento of the 200th anniversary of the Paul Revere Ride of April 18, 1775 has been carried by relay riders of the 7th Illinois Cavalry from New Salem, Illinois to Old State Capitol, Springfield, Illinois on April 18, 1975.



President of the United States

Charles H. Keays
U. S. Senator, State of Illinois

Commanding Officer, 7th Cavalry

Paul Findley
Congressman, 20th District, Illinois

Postmaster, New Salem, Illinois

Julius Levinson
U. S. Senator, State of Illinois
Ronald Nelson
Congressman, 21st District, Illinois

Governor, State of Illinois

Mayor, Springfield, Illinois

1775  1975

THE WHITE HOUSE
WASHINGTON

April 4, 1975

MEMORANDUM FOR THE WHITE HOUSE STAFF

FROM:

JACK MARSH 

As you may know, Ted Marrs, Special Assistant to the President, has taken over the Bicentennial responsibilities previously accomplished for me by Dick Lukstat, who has now joined the staff of Secretary Dunlop at the Department of Labor.

In connection with this additional responsibility, Dr. Marrs serves as liaison between the White House, the American Revolution Bicentennial Administration and the individual Departments and Agencies.

If you have any matters relating to the Bicentennial, they may be forwarded directly to Dr. Marrs in care of Sandra Drake, Room 191, Extension 2800.



APRIL 5, 1975

Office of the White House Press Secretary

THE WHITE HOUSE

WORLD TRADE WEEK, 1975

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

America approaches the 200th anniversary of national independence at a time when events at home and abroad demonstrate the interdependence of the community of nations.

Interdependence and its impact on all Americans is particularly apparent in world trade.

Through world trade, Americans expand with others the flow of goods and services to all peoples and enhance the economic well-being of all countries. In so doing, we recommit the United States to an open world economic order and reconfirm our pledge to international peace and understanding.

The Congress of the United States underscored America's dedication to more free and fair international commerce with passage of the Trade Act of 1974. That act enables us to move toward multilateral negotiations that will open the way to improved access to foreign markets for American goods and to vital raw materials.

In the face of economic stress at home, more exports mean more jobs for Americans, more purchasing power for America's consumers and more business for our manufacturers. Exports help us meet the swiftly rising cost of the energy we consume. They are the source of equilibrium in our balance of payments.

World trade joins nations in peaceful and creative partnership. It has greater significance today than ever before.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby proclaim the week beginning May 18, 1975, as World Trade Week, and I call upon all Americans to cooperate in observing that week by participating with the business community and all levels of government in activities that emphasize the importance of world trade to the United States economy and to our relations with other nations.

IN WITNESS WHEREOF, I have hereunto set my hand this fifth day of April, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the one hundred ninety-ninth.

GERALD R. FORD

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OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Concord, New Hampshire)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
AT HAMPSHIRE PLAZA
MANCHESTER, NEW HAMPSHIRE

12:15 P.M. EDT

Mayor Stanton, Governor Thomson, former Senator Norris Cotton, distinguished guests, ladies and gentlemen:

I do want to thank you from the very bottom of my heart for the wonderful reception. I am deeply grateful and I thank you very, very much.

New Hampshire, as we know, is not the largest State. It doesn't have the most people of all of our 50 States, but New Hampshire does have a first-class record at the very top in history and tradition in America, and I compliment you and congratulate you for that wonderful record.

New Hampshire is also a State that has many firsts, and one, which is probably the most important as I was looking over the history, is that New Hampshire took action on the Declaration of Independence even before the Continental Congress did. And for that, I congratulate your forefathers.

May I add that over the years, the State of New Hampshire has had a wonderful record of outstanding statesmen. Of course, Daniel Webster has no peer, but I have known many of the United States Senators and Representatives from your great State and I can say that you can be proud of men like Norris Cotton, and others.

May I just conclude by saying this: That I came to New Hampshire first back in the late 1930s. I came up here for the purpose of skiing, but in the process of going to Tuckerman's Ravine and going down the headwall, I became very familiar with the terrain.

But it is a great, great State with all its beauty and it is an even greater State with all the wonderful people. I thank you again for the warm welcome. It is a wonderful day and I am most grateful.

END

(AT 12:18 P.M. EDT)



APRIL 18, 1975

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Boston, Massachusetts)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
AT THE
OLD NORTH CHURCH

8:25 P.M. EDT

Bishop, Vicar, dear friends:

Two hundred years ago tonight two lanterns hung in the belfry of this Old North Church. Those lanterns signaled patriots on the other side of the Charles River British troops were moving by water.

As Longfellow said in his poem: "One if by land and two if by sea."

Paul Revere, William Dawes and Samuel Prescott rode into the night, alerting the colonists the British were coming. When day broke, according to the diaries of the time, the sky was clear and blue. British troops had crossed the Charles River.

They marched all night, and after a skirmish at Lexington, the Redcoats arrived at Concord. There a volley was fired by our Minutemen, what Emerson called "The shot heard round the world." The American war for independence had begun.

Tonight, we stand in tribute to those who stood for liberty and for us two centuries ago. Tonight, we bow our heads in memory of those who gave their lives, their lands, their property for us during that historic struggle because tonight we begin as a Nation and as a people the celebration of our Bicentennial.

Alexis de Tocqueville, the French historian, wrote of our beginnings: "In that land, the great experiment was to be made, by civilized men, of the attempt to construct society on a new basis."

Over the decades, there were challenges to that experiment. Could a nation half slave and half free survive? Could a society with such a mixture of peoples and races and religions succeed? Would the new nation be swallowed up in the materialism of its own well being?

The answers are found in the history of our land and our people. It is said that a national character is shaped by the interplay of inheritance, environment and historical experience.

MORE



Our inheritance is basically that of Western Europe. From the English we received the tradition of liberty, laws, language and customs.

The American inheritance has been constantly enriched by people from Western and Eastern Europe, from Asia, and Africa, as well as Latin America and many other parts of this great globe.

Over 200 years some 50 million emigrants have been absorbed in our society. Though our national origins are not forgotten, all of us are proud to be simply called Americans.

Our environment includes every variety of climate, soil and resources. The American historical experience has been brief compared to many, many other nations. We are the new world, but we are the world's oldest republic.

The most distinguished characteristics of our American way is our individualism. It is reflected in our frontier spirit, our private enterprise and our ability to organize and to produce.

Our ability to adopt new ideas and to adapt them to practical purposes is also strikingly American. But now we ask ourselves, how did we come to be where we are tonight? The answer is found in the history of the American experience. It teaches us that the American experience has been more of reason than of revolution, more of principles than passions and more of hope than hostilities or despair.

But our history is also one of paradox. It has shown us that reason is not without its moments of rebellion, that principles are not without passion and hope is not without its hours of discouragement and dismay.

It is well to recall this evening that America was born of both promise and protest: The promise of religious and civil liberties and protest for representation and against repression.

Some of our dreams have at times turned to disappointment and disillusionment, but adversity has also driven Americans to greater heights.

MORE

George Washington marched from the anguish of Valley Forge to the acclaim of final victory. Reason and hope were the twin lanterns of Washington's life. They enabled him to prevail over the day-to-day doubts and defeats. They have been the lamps that have lighted the road of America toward its ultimate goals -- dignity and yes, self-fulfillment -- and pride in country.

Abraham Lincoln was a man of reason and a man of hope. He acknowledged the grave flaw of our first 87 years -- slavery.

Over 110 years ago, the American Civil War ended with our Republic battered and divided. Many people talked more of survival than of union. One-half of the Nation was on its knees in ruin. Nearly 2 million had been killed and wounded. The war had uprooted the lives and the fortunes of millions more.

Its end was marked by more tears than cheers. But it was also the birth of a new Nation freeing itself from human slavery. Just before the war ended on March 4, 1865, President Abraham Lincoln stood on the East Portico of the Capitol in Washington and delivered his second inaugural address.

He extended the hand of friendship and unity when he said, "With malice toward none, with charity for all, with firmness in the right, as God gives us to see the right, let us strive on to finish the work we are in, to bind up the Nation's wounds."

President Lincoln had relit the lamps of reason and the lamps of hope. He had rekindled pride in America.

Over 100 years ago, as the Nation celebrated its centennial, America looked to the future. Our Nation had emerged from an agricultural frontier society into an industrial age. Our towns were beginning to evolve into the cities of the 20th century. Rail transportation and the telegraph were tying this vast continent together.

When we celebrated our 100th birthday, one of the themes was: "While proud of what we have done, we regret that we have not done more."

There was certainly more to do and more people to do the job. Immigrants were pouring into America. They were welcomed by these words inscribed on the Statue of Liberty: "I lift my lamp beside the golden door."

The great increase in the number of Americans, may I say, made us a formidable force in the world. That force was soon needed. World War I saw American troops fight and die in Europe for the first time.

MORE

Many Americans were disappointed and disillusioned by the aftermath of the war. They found the causes for which they fought unachieved.

The American people rejected foreign entanglements and withdrew into a separate existence. They wanted to be left alone.

In 1941, the United States was attacked and once more we went to war. This time across the Pacific as well as the Atlantic. We were proud of this country and what it was achieving for liberty around the world.

Yet, still another time, following victory over our enemies, the American public was jarred and disillusioned by the postwar years. They discovered there would be no real peace. Europe was divided in two on V-E Day.

In the words of Churchill, "An iron curtain has descended across the continent." America had become the stronghold of liberty.

President Truman instituted a bipartisan foreign policy of containment, cooperation and reconstruction. The Marshall Plan moved to reconstruct a free world. The United Nations was born but the cold war had already begun. Soon-- all too soon--America was again at war under the banner of the United Nations in Korea.

Little did we know then that American troops would only a decade later be fighting in still another war in Asia, culminating in a broken peace agreement in Vietnam.

MORE

MORE

- In the two hundred years of our existence, it is not war and disillusionment which have triumphed. No. It is the American concept and fulfillment of liberty that have truly revolutionized the world. America has not sought the conquest of territory but instead the mutual support of all men and women who cherish freedom.

The Declaration of Independence has won the minds, it has won the hearts of this world beyond the dreams of any revolutionary who has ever lived. The two lanterns of the Old North Church have fired a torch of freedom that has been carried to the ends of the world.

As we launch this Bicentennial celebration, we Americans must remind ourselves of the eternal truths by which we live. We must be re-inspired by the great ideals that created our country. We must renew ourselves as a people and rededicate this nation to the principles of two centuries ago.

We must revitalize the pride in America that has carried us from some of our darkest hours to our brightest days.

We must once again become masters of our own destiny. This calls for patience, for understanding, for tolerance and work toward unity -- unity of purpose, a unity based on reason, a unity based on hope.

This call is not new. It is as old as the Continental Congress of two hundred years ago, as legendary as Lincoln's legacy of more than one hundred years ago, and as relevant as today's call to Americans to join in the celebration of the Bicentennial.

Perhaps national unity is an impossible dream. Like permanent peace, perhaps it will prove to be a never-ending search. But today we celebrate the most impossible dream of our history, the survival of the Government and the permanence of our principles of our founding fathers.

MORE

America and its principles have not only survived, but flourished far beyond anyone's dreams. No nation in history has undertaken the enormous enterprises of the American people. No country, despite our imperfections, has done more to bring economic and social justice to its people and to the world.

Yet, we have suffered great internal turmoil and torment in recent years. Nevertheless, in all the explosive changes of this and past generations, the American people have demonstrated a rich reserve of reason and hope.

There are few times in our history when the American people have spoken with more eloquent reason and hope than during the tribulations and tests that our Government and our economic system have endured during the past year. Yet, the American people have stood firm.

The Nation has not been torn with irresponsible reaction. Rather, we are blessed with patience, common sense and a willingness to work things out. The American dream is not dead. It simply has yet to be fulfilled.

In the economy and energy and the environment, in housing, transportation, in education and communication, in social problems and social planning, America has yet to realize its greatest contribution to civilization.

To do this, America needs new ideas and new efforts from our people. Each of us, of every color, of every creed, are part of our country, and must be willing to build not only a new and better Nation, but new and greater understanding and unity among our people.

Let us not only be a Nation of peace, but let us foster peace among all nations. Let us not only believe in equality, but live it each day in our lives. Let us not only feed and clothe a healthy America, but let us lend a hand to others struggling for self-fulfillment.

Let us seek even greater knowledge and offer the enlightenment of our endeavors to the educational and scientific community throughout the world. Let us seek the spiritual enrichment of our people more than material gains.

Let us be true to ourselves, to our heritage and to our homelands, and we will never then be false to any people or to any nation.

MORE

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Finally, let us pray here in the Old North Church tonight that those who follow 100 years or 200 years from now may look back at us and say:

We were a society which combined reason with liberty and hope with freedom.

May it be said above all: We kept the faith. Freedom flourished. Liberty lived.

These are the abiding principles of our past and the greatest promise of our future.

Good evening, and may God bless you all.

END

(AT 8:45 P.M. EDT)

APRIL 19, 1975

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Bedford, Massachusetts)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
AT THE
OLD NORTH BRIDGE

CONCORD, MASSACHUSETTS

9:54 A.M. EDT

Thank you very, very much, Mr. Suter, Governor Dukakis, Mr. Ambassador, Senator Brooke, Senator Kennedy, Members of the House of Representatives, distinguished guests and fellow Americans:

Two hundred years ago today, American Minutemen raised their muskets at the Old North Bridge and answered a British volley. Ralph Waldo Emerson called it "the shot heard 'round the world."

The British were in full retreat soon afterwards and returned to Boston. But there was no turning back for the colonists. The American Revolution had begun.

Today, two centuries later, the President of the 50 United States and 213 million people stand before a new generation of Americans who have come to this hallowed ground.

In these two centuries, the United States has become a world power. From a new-born Nation with a few ships, American seapower now ranges to the most distant shores. From a militia of raw recruits, the American military stands on the front lines of the free world. Our fliers and our planes eclipse one another in power and in speed with each succeeding new breed of airmen and aircraft.

From a Nation virtually alone, America is now allied with many free worlds in common defense.

The concepts of isolationism and fortress America no longer represent either the reasoning or the role of the United States foreign policy.

World leadership was thrust upon America and we have assumed it. In accepting that role, the United States has assumed responsibility from which it cannot, and will not, retreat. Free nations need the United States and we need free nations. Neither can go it alone.

MORE



There are some in the world who still believe that force and the threat of force are the major instruments of national and international policy. They believe that military supremacy over others is logical and legitimate of their revolutionary doctrines. Such aims have left a trail of tyranny, broken promises and falsehood.

Tyranny by any other name is still tyranny. Broken promises in any other language are still promises unkept and falsehood by any other description is still a lie.

This is not the rhetoric of the past. It is reason about the present because history keeps repeating itself. Force as an instrument of national and international policy continues to be a major instrument of change in the world. Reasonable societies and reasonable people must do all in their power to reconcile all threats to peace.

Now is a time for reconciliation, not recrimination. It is a time of reconstruction, not rancor.

The world is witnessing revolutionary technological, economic and social change -- a massive and rapid breaking of barriers.

We -- all men and women of all lands -- must master this change. We must make this revolution an evolution -- to make and accept change with greater order and greater restraint.

How can we achieve, how can we accomplish this evolution? It is not enough to call upon material resources. No material resources are sufficient to themselves to inspire the continued confidence of men in reasonable change. We must summon higher, greater values as we proceed.

These higher values are found in the principles of this Republic forged by our forefathers in the Declaration of Independence.

Thomas Jefferson wrote of change in the light of American principles and he said, "Nothing, then, is unchangeable but the inherent and inalienable rights of man."

Jefferson accepted change in the ordinary course of human events but he rejected any fundamental change in the principles of our Republic, the inalienable rights of man.

MORE

Often change is healthy for a people and a nation. That is why America has always been a land of new horizons and new hopes. Free choice, the consent of the governed, represent the American philosophy of change.

Life, liberty and the pursuit of happiness are sacred rights, not to be given or not to be taken by shifting winds or changing moods. It is important to recall these truths because the men and women of America must renew that faith, their courage and their confidence.

Our belief, our commitments to human rights, to human liberties, must also represent belief and commitment to ourselves.

It is a time to place the hand of healing on the heart of America -- not division and not blame. When all is said and done, the finest tribute that may ever be paid this Nation and this people is that we provided a home for freedom.

Freedom was nourished in American soil because the principles of the Declaration of Independence flourished in our land. These principles -- when enunciated 200 years ago -- were not a dream, not a reality.

Today, they are real. Equality has matured in America. Our inalienable rights have become even more sacred. There is no government in our land without the consent of the governed.

Many other lands have freely accepted the principles of liberty and freedom in the Declaration of Independence and fashioned their own independent republics.

It is these principles, freely taken, and freely shared, that has revolutionized the world. The volley fired here at Concord two centuries ago, the shot heard round the world still echoes today on this anniversary.

One hundred years from now, a new generation of Americans will come here to rededicate this Nation and renew the spirit of our people and the principles that inspire us on this occasion.

Let it be said that those of us who came to Concord today reaffirm these final words of the Declaration of Independence: "We mutually pledge to each other our lives, our fortunes and our sacred honor."

Thank you very, very much.

END

(AT 10:03 A.M. EDT)

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Bedford, Massachusetts)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
AT
LEXINGTON GREEN

LEXINGTON, MASSACHUSETTS

10:43 A.M. EDT

Mr. Kenney, Senators Brooke and Kennedy, my former colleagues in the House of Representatives, and one of my dear and finest friends, former Speaker of the House, John McCormick, and, of course, one of your fine former Governors, John Volpe, other public officials, distinguished guests, ladies and gentlemen:

Let me, at the outset, thank all of the wonderful people of the Commonwealth of Massachusetts. Thank you for the wonderful experience that I have had since flying from one of your sister States, New Hampshire, last night to Massachusetts.

The inspirational opportunity at the Old North Church last night and the tremendous experience and inspirational opportunity today, first in Concord and now in Lexington, gives to me a new feeling and a new strength about our country.

I thank all of you in the Commonwealth of Massachusetts for inaugurating our Bicentennial in such a wonderful way. You have given to the rest of America the guidance, the inspiration to make our Bicentennial what it ought to be.

I have read and kind of memorized what took place here in Lexington, but all of you know it much, much better than I, so I will not repeat it on this occasion.

It means much to you, but it means much to America, what transpired and took place 200 years ago right here in Lexington.

MORE

I think we have to not only look back at what sacrifices were made, but what efforts were made, what progress has been made, and in 200 years we have gone from 13 poor, struggling colonies of some three million people, divided in part but united in other ways.

We were poor economically. We had problems of unbelievable proportions, but that fundamental spirit existed here 200 years ago, and it has grown and blossomed and flourished, not only with those who were here, but those who have come to the shores since that time.

We should be proud of this two centuries of effort and accomplishment. But what is even more important, in my judgment, is what we can do in the next 100 years and the next 100 years.

We have inherited a great tradition, but it is our job -- older and younger people joining together -- to see to it that when our ancestors meet here 100 years from now, they can say that what was done here on this date was the kick-off for a new century of unity, and progress, at home as well as abroad.

We have had some difficult times. It was said we have problems domestically, and we do have problems internationally. But I am convinced if we join together, those from the Commonwealth of Massachusetts, those from my State of Michigan and the millions and millions around the United States, as well as around the world, if we join in unity in the next 100 years, then we will have done our part in tribute to those that preceded us in the previous 200 years.

I thank you again from the bottom of my heart, Mr. Chairman. I thank Senator Brooke and Senator Kennedy. I thank your Governor. I thank Members of Congress from the great Commonwealth of Massachusetts.

I thank you all for the superb accomplishments in making our Bicentennial the meaningful program that it must be if we pay tribute in the right way and move forward in the best way.

Thank you very, very much.

END (AT 10:47 A.M. EDT)

THE WHITE HOUSE

WASHINGTON

May 7, 1975

MEMORANDUM FOR: THE WHITE HOUSE STAFF

FROM: JACK MARSH 

For your information, the White House Communications Agency has available for showing the entire Bicentennial program at Old North Church in Boston, in which the President participated Friday, April 18.

This will be shown in its entirety on Thursday, May 8, at 2:00 p.m. Because this marked the beginning of the National Bicentennial observance, it is suggested that as many White House Staff as possible take advantage of this opportunity to view the film. Today's showing will be on Channel 2.

There will be another showing Monday, May 12, at 11:00 a.m. on Channel 2. For those of you who do not have access to a television, there will be television available for your viewing in the East Wing Theatre.

Thank you.



May 10, 1975

*Honor
America -
Bi Centennial*

Dear Mr. Marriott:

It was a pleasure for me to meet with you yesterday to discuss the President's participation in Honor America Day which will involve a program on Saturday night, July 3, 1976, in the Kennedy Center.

This letter will confirm the willingness of President Ford to be Honorary Chairman of the event. As we discussed, this identification of the President with the program will not involve him with the board which is formed to plan the event, but will allow his designation as Honorary Chairman on the printed program for the event.

I wish you and Honor America much success in planning for this significant occasion.

Sincerely,

Philip W. Buchen
Counsel to the President

Mr. J. Willard Marriott
5161 River Road
Washington, D. C. 20016

bcc: Dick Cheney
Milton Mitler
Jack Marsh



THE WHITE HOUSE
WASHINGTON

May 5, 1975

MEMORANDUM FOR: PHIL BUCHEN
FROM: DICK CHENEY

D

Phil, the President has been asked to serve as the Honorary Chairman of something called Honor America Day, their letterhead is attached. The President has agreed to do it; you ought to go ahead and implement it and work out the details with Marriott.

Attachment

Col. Milton Miller





HonorAmerica

A program of the American Historic and Cultural Society, Inc.

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Mrs. Lyndon B. Johnson
Mrs. Harry S. Truman

TIME:

- ✓ HAD - Saturday night, July 3, 1976 - Kennedy Center
- ✓ President's message to the world by TV - Satellite

Program:

Dan Seymour, Leonard Marks, Bob Jani (Disney)
Billy Graham - Bob Hope
Freedom Awards - all Presidents
Patriotic show around Choir - Charlton Heston
Fireworks at the end
✓ Invited guests, official Washington
(suggested--Presidents, heads of state
France, Poland, Germany, Britain, Holland)
Sunday - Billy Graham
Monday - parade

HAD Representative?

HAD Board to the White House

President, Honorary Chairman of the Board - Mrs. Ford?

Hatfield Medal money to the Park Service

Swimming Pool Fund

Unemployment tax rebate to companies

1977 Inaugural Director 4-1-76

Lee Kuan Yew, Prime Minister of Singapore



May 2, 1975

THE WHITE HOUSE

WASHINGTON

May 2, 1975

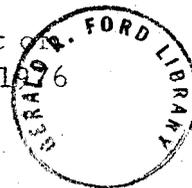
MEMORANDUM TO: WARREN RUSTAND

FROM: JACK MARSH

In the preparation of the background paper for the Marriott visit to the President on Monday, May 5, I am supplying some information you may already have. Mr. Marriott met with me this week on another matter, which I expect will come up in his discussion on Monday, although it is not the principal purpose of his visit. This new subject relates to a gift of funds by the Inaugural Committee to the National Parks Foundation for the purpose of constructing the swimming pool at the White House.

The principal reason Mr. Marriott is seeing the President, I understand relates to the Bicentennial. On that subject, he indicated he would like to discuss the following:

- 1) The President's schedule for Saturday evening, July 3, 1976 to observe the Bicentennial. He suggests a program at the Kennedy Center, featuring prominent American leaders and entertainers, i. e., Billy Graham, Bob Hope, etc.; at which time the President would extend a Bicentennial message to the world carried by satellite.
- 2) He wishes to ascertain the views of the President on the Honor America Day Committee, of which Mr. Marriott is Chairman. (You should note that the President is already carried on the letterhead as a Congressional sponsor of the Committee, relating back to his Congressional service.)
- 3) He would like to have the President serve as Honorary Chairman of Honor America Day.
- 4) He'd like to have Mrs. Ford named to an Honorary post of national significance, perhaps Chairlady of the 3 July, 1976 event.



- 5) He'd like to have the Honor America Day Committee meet for a regular meeting at the White House, followed by a reception.

Finally, and unrelated to subjects just mentioned, he may wish to seek the President's view as to Inaugural Committee Director for 1976 - 1977.

cc: PBuchen ✓
DRumsfeld



Wednesday ⁵ 6/14/75

AMWAY
6/7/75

11:25 Mary Weidner in Warren Rustand's office received a copy of the memo Jack Marsh wrote to you on 5/8 concerning the President's participation in the Amway Bicentennial Program, concerning which Richard DeVos spoke to the President.

⁷
7070

They were wondering if you had replied to that memo or if anything further had been done.

*Replied to
her 5/14/75*



THE WHITE HOUSE

WASHINGTON

May 8, 1975

MEMORANDUM TO: PHIL BUCHEN

FROM: JACK MARSH *Jack*

Phil, I spoke with the President today concerning his proposed participation in the Amway Bicentennial Program. Two questions were discussed, viz., the President's participation in Amway's Annual Leadership Convention, and the President's symbolic signing of the Declaration of Independence.

Richard DeVos has spoken personally with the President. The President has advised me that while he does not want to participate in Amway's Leadership Convention, he is inclined to sign the Declaration of Independence.

The President does not see any problem with regard to the pending Amway FTC case nor with ARBA standards with regard to nonendorsements of commercial activities.

I thought you would like to be aware of the direction in which this matter appears to be heading.

cc: WRustand
TMarrs

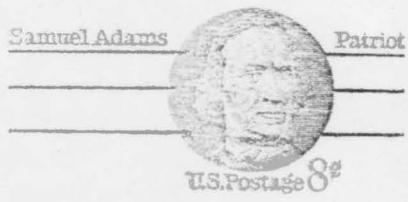


*Amway
Bicentennial*

Yes, I will attend.
 I need additional tickets.
 Sorry, I cannot attend.

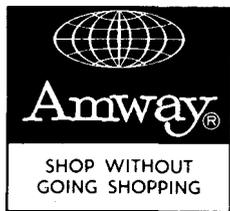
Name Philip W. Buchen
(please print)

Office of Counsel to the President
The White House
Washington, D. C. 20500



AMWAY LEADERSHIP CONVENTION
Suite 460
1730 Pennsylvania Avenue NW
Washington, D.C. 20006





Amway

C O R P O R A T I O N

For filing

7575 EAST FULTON ROAD, ADA, MICHIGAN 49301 • PHONE (616) 676-6000

May 1, 1975

The Honorable Philip Buchen
Counsel to the President
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Phil:

Saturday, June 7, will be a most important day for independent Amway distributors and the Corporation. For the first time, they will meet in Washington for their 16th Annual International Leadership Convention. Over 30,000 Amway distributors will view two special stage shows in suburban Capital Centre which will kickoff their bicentennial project, the re-signing of a facsimile of the Declaration of Independence. This project will be carried out in each of the states during 1975-76, one of the few bicentennial observations to involve all states. All signatories will become a part of living history, as these documents will be bound and placed appropriately for posterity.

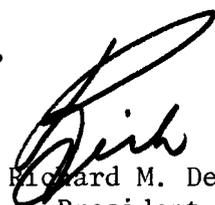
You are cordially invited to be among Amway's honored guests on this historic day. Enclosed are two complimentary tickets to the first program, which will also feature a professionally-produced pageant honoring our country and its heritage. We hope that you will be able to join us for a buffet luncheon and reception in the Capital Club at Capital Centre at 11:30 a.m., immediately prior to the performance.

Since you and other special guests will have special seating and be recognized on stage as you participate in the re-signing program, advance reservations are necessary. Please return the enclosed reservation card by May 23 for the June 7 program.

We sincerely hope that you will be able to share in this exciting and memorable day. We look forward to seeing you.

Sincerely,


Jay Van Andel
Chairman of the Board


Richard M. DeVos
President

Enclosures



UNITED STATES

CANADA

AUSTRALIA

UNITED KINGDOM

WEST GERMANY





Amway®

WASHINGTON RALLY

CAPITAL CENTRE
LANDOVER, MARYLAND

SATURDAY, JUNE 7, 1975 - 12:30 P.M.

SPECIAL GUEST

36162



Amway®

WASHINGTON RALLY

CAPITAL CENTRE
LANDOVER, MARYLAND

SATURDAY, JUNE 7, 1975 - 12:30 P.M.

SPECIAL GUEST

36161

SOME FACTS ABOUT AMWAY

BACKGROUND

Amway has been one of the fastest growing corporations in North America. Started in 1959 by Jay VanAndel and Richard DeVos, two men with extensive experience in Direct selling, Amway has grown from a small distributor of household products into a complete manufacturing and marketing organization. In fiscal 1974, retail sales were approximately \$230,000,000 resulting in corporate revenues of \$175,000,000. Its name, a contraction of "American Way," expresses Amway's dedication to American principles of free enterprise.

PRODUCTS AND DISTRIBUTION

Under its own labels, Amway markets over 150 laboratory-tested home, car, and personal-care items available in powder, cream, lotion, and aerosol form. In addition, famous Nutrilite Food Supplements are marketed exclusively by Amway. The company manufactures more than ninety per cent of its products in its own plant in Ada, Michigan, and in the plant of Nutrilite Products, Inc., Buena Park, California.

Amway products are sold by over 200,000 independent distributorships located in all 50 states, all Canadian provinces, Puerto Rico, Guam, Australia, Great Britain, Bermuda, and Hong Kong, with West Germany scheduled for mid-1975.

DISTRIBUTOR MEETINGS AND SEMINARS

Amway conducts a continuous program of distributor education and seminars, bringing together products, sales, and business specialists to exchange information on serving customers. Amway-conducted seminars are held in sixty cities annually.

The company also assists distributors in their own meetings with specialized information on motivation, recruitment, and training programs. At least 5,000 distributor-conducted sales meetings are held weekly. Amway's annual International Leadership Convention routinely attracts more than 5,000 distributors. In 1975, this convention is scheduled to be held June 5-7 in Washington, D.C., at which attendance is expected to be over 30,000.

PHYSICAL FACILITIES

Amway's home office and principal manufacturing plant employ approximately 1,500 people and are located at Ada, Michigan, about eight miles east of Grand Rapids. Amway also operates Regional Distribution Centers at Atlanta, Georgia; Arlington, Texas; Santa Ana, California; and Dayton, New Jersey. International facilities are located in London, Ontario; Sydney, Australia; Hong Kong; and Milton Keynes, England.



THE WHITE HOUSE

WASHINGTON

May 1, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: PHIL BUCHEN *P.W.B.*

SUBJECT: Amway Bicentennial
Program

By all means, the President should decline to participate in the above program. Amway has a case pending against it by the Federal Trade Commission, but even if this were not the case, the President should avoid being identified with any project which has commercial sponsorship.

Cc: Jack Marsh
Ted Marrs

*Amway Bicentennial
Buchen*



THE WHITE HOUSE
WASHINGTON

April 28, 1975

MEMORANDUM FOR:

PHILIP BUCHEN
JOHN O. MARSH
TED MARRS

FROM:

WARREN RUSTAND *WR*

SUBJECT:

Amway Bicentennial Program

Richard DeVos has been very persistent in trying to commit the President to participate in the Amway venture. Their goal is to obtain the signatures of 20 million Americans on copies of the Declaration of Independence as a symbolic recommitment to the ideals of the document.

While the concept is good, this is being sponsored by DeVos, Van Andell and Amway Corporation. There may or may not be commercial benefit.

I have heard that Amway is being investigated by the Federal Trade Commission and that the Commission will shortly (or has already) issued several complaints against them. Is this true and if so, wouldn't this be a factor to consider.

I would appreciate your recommendation on the President's participation in this program.

Thank you.





Amway®

C O R P O R A T I O N

7575 EAST FULTON ROAD, ADA, MICHIGAN 49301 • PHONE (616) 676-6000

April 4, 1975

Mr. Warren Rustand
Appointment Secretary
White House
Washington, D.C. 20500

Dear Mr. Rustand:

Rich DeVos has suggested that I contact you to arrange for President Ford's participation in the kickoff of Amway's Bicentennial program, the re-signing of copies of the Declaration of Independence by Americans, signifying a recommitment to the principles upon which the United States was founded.

This project will be carried out by independent Amway distributors located throughout the United States. This force numbers nearly one-half million people. It is intended that the initial period of activity will begin in June, 1975, and extend into September, when the first retrieval of signed documents will occur. A second major push will be opened in the early months of 1976 and will be reinforced throughout the Bicentennial year. Our goal is not fewer than twenty million signatures. It is intended that appropriate publicity will be generated throughout the time involved and that the signed documents will ultimately be placed appropriately for safe keeping and recognition of their historic value.

The project will be kicked off at Amway's Annual Leadership Convention, which occurs this year in Washington, D.C. on June 7. On June 4, 5 and 6, other activities in connection with the major convention program will also occur in Washington. The June 7 activities will be presented at the Capital Centre, when 18,000 Amway distributors from all over North America are expected to attend.

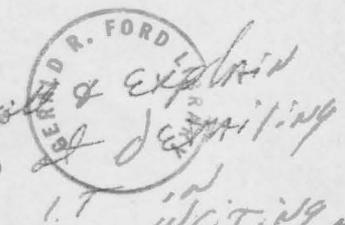
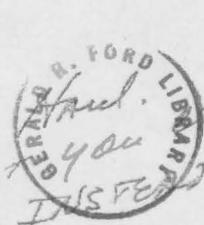
We wish to offer the opportunity of being the first signator to President Ford, America's foremost citizen. It has occurred to us that arrangements might be made to accomplish this in the Oval Office on Friday morning, June 6. Appropriate video taping, filming and recording will ensure that the impact

I Agree -

Would Be A

dis-service to devos

IN the Long Suggest



1.1 in writing

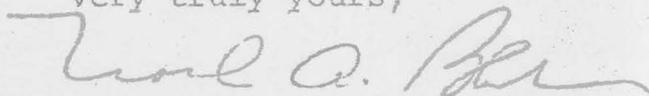
Mr. Warren Rustand
Page 2

of President Ford's participation and personal recommitment will be transmitted repeatedly all across the United States in the months to follow. The video tape would be employed on Saturday, June 7 at Capital Centre as a part of the kickoff of the National Re-signing Program. We expect that a large number of Congressmen, Senators and other Washington dignitaries will be present at that time to participate in the ceremonies.

At this time, the re-signing of facsimiles of the Declaration of Independence to be carried out by Amway distributors is the only such project which will take place in all fifty states. There is no commercial connotation, as the activities engaged in by Amway distributors, who are all private business people, will focus on making the documents available to all sections of the populace through schools, service clubs, church groups, and to personal contacts such as friends and family. To that end, the films, slides and recordings created at the time of President Ford's participation will be utilized by Amway distributors as they carry on the activities of gathering more and more signatures.

We sincerely hope that it will be possible to arrange the President's participation. To that end, I will be contacting you soon by telephone to discuss it further.

Very truly yours,



Noel A. Black, Director
Public Affairs

NAB/bjm



THE WHITE HOUSE
WASHINGTON

March 7, 1975

Dear Rich:

News has come to me that you have been appointed to the Board of Control of the Grand Valley State Colleges.

As one who has devoted a good deal of time to the start and development of the colleges, I am most pleased that the Governor made this outstanding appointment.

I know that you will make a significant contribution to the work of the Board, and I wish you much success and satisfaction in your new assignment.

Sincerely yours,



Philip W. Buchen
Counsel to the President

Mr. Richard DeVos
7575 Fulton Road East
Ada, Michigan 49301

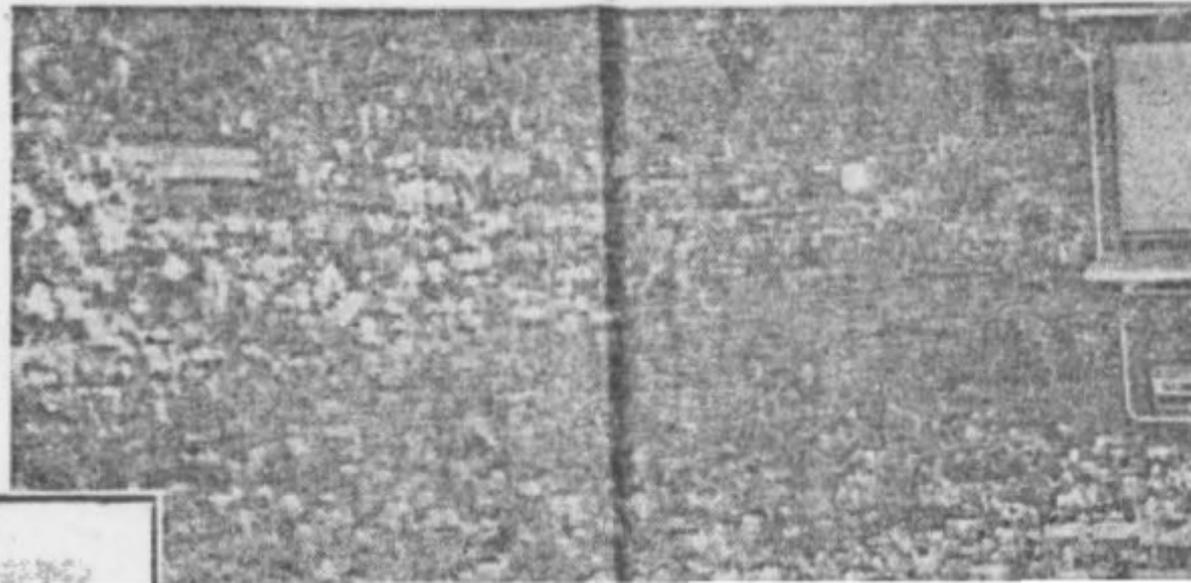
...R

MONDAY, JUNE 9, 1975

Amway: Distributing The American Dream

By Jacqueline Trescott

Into the haze of blue spotlights walked Bernice Hansen, a demure, 62-year-old grandmother of 10



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.

Bicentennial

THE WHITE HOUSE
WASHINGTON

June 6, 1975

Dear Mr. Jones:

Mrs. Ford has asked that I convey her thanks for your letter and for your kindness in including the selection of your handcrafted cookie cutters. She is delighted to have these mementos which you designed in commemoration of our Nation's Bicentennial and is especially grateful for the friendship they represent.

Your interest in the license plate for the display you mention is understood and appreciated. In an effort to be helpful, your query has been brought to the attention of the appropriate staff official.

With Mrs. Ford's warm best wishes.

Sincerely yours,

Nancy Ruwe
Social Secretary

Mr. Robert H. Jones
Henry Ford Museum
Greenfield Village
Dearborn, Michigan 48121

cc: Office of the President's Counsel (Mr. Barry Roth) -- with copy
of incoming.



April 27, 1975

Dear Mrs. Ford:

Inclosed you will find 4 cookie cutters, hand made in my shop at Greenfield Village, Henry Ford Museum. 3 of these cutters are to be used (I hope) for the 1976 Centennial - the other is a Mich. "A" Ford Coupe, a 1930 no less (after the 30-30 Club).

In American history the tinmith played a big part - he was a true pioneer in a new craft, which can be called an original American Idea - because before 1740 every craft came from Europe.

The original name of these items was cake cutters or cake stamps. (Did you ever hear an Englishman have tea and cookies). The word cookie cutter is a modern word, coming into its own about the turn of the century. Look in the old Sears Roebuck Catalogue for 1902 or 4 and see how many c/c's are listed.

If you require any additional cutters for the Centennial please feel free to send me a design and I will gladly make it for you - at no cost.

Another thing I do here at the Village is set up a display of antique auto license plates at the Annual Old Car Festival in the fall.

In 1972 I collected and helped to set up the display of Mich. Auto plates for our Sect. of State Mr. Austin's office. This display now travels our great state and I am quite proud that my name is on



It as a contributor.

Each year at the Festival - I try to feature something special - Mr. Austin's office each year sends the Mich. Plate for the next year. Our 1976 Mich plate is a real beauty.

This year I would like to feature US-1, the plate off the car of our 1st Mich. President - I will return the plate as soon as possible after the show, if you wish. Can you please help me - I am truly sincere in this matter. If you wish you can contact Mr. Jim La Rue of the Office of Public Info - Sec. of State, Lansing, Mich. 1-517-373-2500 - He will confirm my interest in Mich Auto Science Plate History.

Inclosed is an old copy of the Old Car Show - please note the back page.

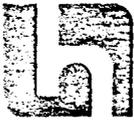
Thank You

Robert H. Jones

Tinsmith Henry Ford Museum
Greenfield Village
Dearborn, Mich



LEZIUS-HILES



The Image Maker

1929 EAST 61st STREET
CLEVELAND, OHIO 44103
PHONE (216) 432-2000

ROBERT P. HURLEY
Creative Marketing Director

June 27, 1975

Amesbury
Robert Hurley

Mr. Gerald R. Ford
President of the United States
The White House
Washington, D. C.

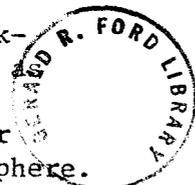
Dear President Ford:

On May 7, 1974, I wrote you after our brief visit at the DKE Shant following your commencement address at the U. of M. It hardly seems possible what has happened in the interim--you are probably more aware of that than anyone else. It makes me feel very proud to be a Deke when I see what you are accomplishing in a very deliberate and progressive manner. Your candor, sincerity and strength of purpose is coming through as the myriad of problems you inherited are slowly being solved.

As I mentioned in my previous letter, I have become deeply involved in a Bicentennial television special, "The Evolution of America," featuring members of the internationally famous Cleveland Orchestra, the 200 member Cleveland Orchestra Chorus, renowned narrators and guest soloists. The program will be broadcast live from Constitution Hall on the PBS national network, 8:00 P.M. to 10:00 P.M., the evening of May 22, 1976.

This unique event would unfold the history of America from the 1700's to 1976 in song, music and narration. The program would open with keynote remarks. The narrators would describe "The Evolution of America" and highlight the various milestones of our history. The music ensemble would sing and play at various times during or following a narration to musically portray an event or period of history. The camera would focus on different paintings and scenes that would depict epoch events and move to locations of monumental interest with song, music and narration. For example, to represent the Civil War period, we might film the battlefield and cemetery at Gettysburg, while the orchestra and chorus would render "The Battle Hymn of the Republic" and the narrator would recite the Gettysburg Address live from Constitution Hall.

The opening part of the televised program would present some background on the history, culture and industry of Cleveland as well material describing the history of the internationally famous Cleveland Orchestra and Chorus. Included in this first half hour would be the arrival of dignitaries to create a "Premiere" atmosphere.



Mr. Gerald R. Ford
President of the United States
June 27, 1975
Page 2.

It is hoped the program would be a "Presidential Cabinet Evening" similar to the one we had for the "Inaugural Evening at Ford's Theatre" in 1968. We would feel highly privileged if you and Mrs. Ford, members of your family, Cabinet Members and their wives and other VIP's would attend. Your presence would assure an outstanding performance that would go down in history as a famous event in which Cleveland and its sponsoring companies are contributing to the celebration of the nation's 200th Anniversary. Following the show we are hoping to arrange a reception at the nearby Corcoran Art Gallery.

We are beginning preparations that require sufficient lead time for such a noteworthy project. We anxiously hope for your favorable reply.

Fraternally yours,

Bob Hurley
Robert P. Hurley
Omicron '45

RPH:od

cc: Mr. Phillip Buchen
Ms. Robert Hartmann
Ms. Mildred Leonard
Dr. William Marrs
Mr. Warren Rustand
Ms. Susan Stover

Dear Phil,

*Brother Bill joins me
in sending our best! We
were in Washington for my
son's wedding on June 14/75*

Bob Hurley





The Image Maker

1929 EAST 61st STREET
CLEVELAND, OHIO 44103
PHONE (216) 432-2000

ROBERT P. HURLEY
Creative Marketing Director

May 7, 1974

Mr. Gerald R. Ford
Vice President of the United States
S-212
Capitol Building
Washington, D. C. 20515

Dear Jerry:

It was just great that you made that extra effort amidst incredible pressures and schedules to once again join "A Band of Brothers". The last time we had met was in 1941 when you and your wife chaperoned our Pledge Formal Dinner at the Allenel Hotel.

As I briefly mentioned, I was a partner with Stewart Udall and Frankie Hewitt (Ford Theatre Society) in negotiating, developing and sponsoring the nationwide Presidential Cabinet Evening Telecast in 1968, "Inaugural Evening at Ford's Theatre". I looked for you at the reception in the Potomac Electric Power Building following the show, but missed you.

Six years later and twenty years earlier, the name Ford still looms big in my life. Upon graduation, my first job was working for Ford Motor Company. Recently, my son Bob who graduated from American University last year in Communications (working full-time in radio and television with the ABC News Bureau) became Legislative Assistant to Congressman Bill Ford, 15th District, Michigan (no relation!).

Now, I have just recently become involved in a project emanating from Cleveland, which could be a repeat of 1968 at Ford's Theatre ala 1976 with a Bicentennial theme.



Mr. Gerald R. Ford
Vice President of the United States
May 7, 1974
Page 2.

I plan to be in Washington, D. C. later this month to discuss some preliminary ideas and will contact John Warner as you kindly suggested.

Being a Ford man, I would appreciate keeping you informed of our progress...hoping to enlist your support and advice at the appropriate time.

Fraternally yours,

Bob Hurley

Omicron '45

RPH:od

P. S. Your staff was most courteous and helpful in enabling me to have a few words with you at the Shant.

cc: Ms. Sue Stover
Mr. Warren Russkind
Mr. Robbin Martin

