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THE PRESIDENT HAS SEEN. 16

THE WHITE HOUSE
WASHINGTON

P.

November 5, 1974

MR. PRESIDENT:

The attached memorandum was staffed to Roy Ash and Ken Cole, whose comments are attached at Tabs A and B respectively.

If you approve, we could now work it into the 1976 State of the Union.

Don



*Some good thoughts
GRC*

THE WHITE HOUSE

WASHINGTON

July 30, 1974

MEMORANDUM FOR: THE PRESIDENT
FROM: ANNE ARMSTRONG *ARA*
SUBJECT: New Initiatives and the Bicentennial

As you requested, I have reviewed the "new initiatives" submitted for your consideration by the Cabinet Departments. I believe that the overall thrust of the proposals would be advanced and would achieve wider appeal if united under a central theme. I further believe that a "Bicentennial" theme -- uniquely timely as it would be for 1976 -- offers the connecting fiber which would tie the wide-ranging initiatives together.

Under your leadership, this nation will be launched into the third century of its independence. The Bicentennial year therefore stands as an opportunity to lay the cornerstone for building a future of progress for each and every American. The FY '76 "Bicentennial budget" could serve as a blueprint for progress for third century America.

The Bicentennial program consists of three major themes -- "Heritage '76", "Festival U.S.A." and "Horizons '76". The purpose of "Horizons" is to further programs of lasting impact to build a better life for all Americans. It is through the "Horizons" theme that the Administration could best introduce and implement Bicentennial initiatives.

A formulation of Bicentennial-related new initiatives should be based on the fundamental theme you established in a message to the Congress on September 11, 1970, when you said:

Improving the quality of life is, in a sense, a more compelling concept in this era of advanced technology than it was in the time of Jefferson. I believe that this is the area in which we will find the fundamental theme for our anniversary observance of the continuing revolution that is the United States of America.

Examples of some of the better "new initiatives" submitted on May 7, 1974, which could be linked to the Bicentennial theme are:

National Health Insurance: You could issue a call to Congress to pass a National Health Insurance Act so that it could be in effect by the Bicentennial. In 1972, you cited a healthy America as one of the birthrights of future citizens, and 1976 could be the year for a major step in that direction through a national health insurance act.

Interstate Highway System: The 42,500 mile Interstate Highway system was begun under the first Eisenhower-Nixon Administration. Completion of this network, of which less than ten percent remains to be built, as a Bicentennial project would stand as a major domestic accomplishment of this Administration.

National Railway Service: The establishment of special schedules in 1976 for rail service to major Bicentennial cities could serve as an impetus toward an effective national rail service.

Agriculture: By increasing our technical know-how to other countries, we can demonstrate anew that the world's strongest nation is also the world's most generous nation. This could be a useful way to help ease world food shortages and help avoid unrealistic programs such as reinstitution of U. S. grain reserves or the formation of a World Food Bank.

Examples of additional initiatives which could be developed and announced under "Horizons '76" include:

Veterans: A revamping of the Veterans Administration is needed with "responsiveness" as the focus.

Women: The progress made in appointing women to high level government positions should be furthered and several major "break-through" appointments targeted for announcement in 1976. Another major step would be the establishment of a Presidential Commission to work on International Women's Year (1975) and participation in the U. N. 1975 Bogota Conference.

New Federalism: In the Bicentennial year, the Administration could make new proposals continuing and strengthening revenue sharing.

Scholarship Program: The State Department, with funding assistance from other departments and agencies, might establish a worldwide Bicentennial exchange scholarship program. The scholarships could be vocational as well as academic.

Even those programs which are not purely or even largely Bicentennial-related, such as Project Independence, could have certain goals or mileposts established for them in the FY '76 Bicentennial budget.

Recommend that the Bicentennial be adopted as the overall theme for the FY '76 Budget.

APPROVE SR 7. DISAPPROVE _____

COMMENT _____

Recommend that the Bicentennial be adopted as a partial theme for the FY '76 Budget.

APPROVE _____ DISAPPROVE _____

COMMENT _____

If you agree to either of the above, recommend that I call a meeting of the Domestic Council Committee on the Bicentennial, which I chair, to draw up a specific plan for your review.

APPROVE _____ DISAPPROVE _____

COMMENT _____

THE WHITE HOUSE

WASHINGTON

August 27, 1974

MEMORANDUM FOR:

JERRY JONES

FROM:

ROY L. ASH

SUBJECT:

New Initiatives and the
Bicentennial (July 30, 1974)

The idea of giving the fiscal year 1976 budget a "Bicentennial" theme is appealing but, it is already clear that fiscal year 1976 will be a very, very tight year. To meet the President's objective of a balanced budget will require painful squeezing, and the opportunity for new spending initiatives will be extremely limited. Hence, I doubt the advisability of promoting this budget as a vehicle for new programs. Inflation will be proceeding at an undesirably high rate, and fighting inflation will have to be a major theme of the budget.

The idea of linking new initiatives to the Bicentennial may, nonetheless, be a good one with respect to certain specific initiatives, including some of those proposed. For instance, AMTRAK would welcome a slogan of "Travel by train for the Bicentennial." The current revenue sharing legislation expires at the end of calendar 1976 and, depending upon the position the Administration adopts on its renewal or replacement, there might be a Bicentennial theme there also.

Tab B

THE WHITE HOUSE

WASHINGTON

August 7, 1974

MEMORANDUM FOR JERRY JONES
FROM: WARREN HENDRIKS
SUBJECT: ARMSTRONG'S MEMO JULY 30, 1974
NEW INITIATIVES AND BICENTENNIAL

Because of the President's personal request to Mrs. Armstrong to review the "New Initiatives", it is felt that the President should review her memorandum.

Mrs. Armstrong makes several points which might be useful in the Domestic Council's new Policy Review Process, and those areas will be considered by the appropriate Associate Directors.

It is recommended, however, that it does not seem necessary for the President to decide now whether the Bicentennial should be adopted as the overall theme for the FY 76 budget.

STAFFING

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: August 7, 1974

Time:

FOR ACTION: Rpy Ash *[Signature]*

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Friday, August 9, 1974

Time: NOON

SUBJECT:

Armstrong memo (7/30/74) re: New Initiatives and the Bicentennial

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

4430
8/16 Cowan to call back
8/22 - " " " "
11/5 - w/p

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: August 1, 1974

Time:

FOR ACTION: Ken Cole *gr*

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Monday, August 5, 1974

Time: cob

SUBJECT:

Armstrong memo (7/30/74) re: New Initiatives and Bicentennial

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: August 1, 1974

Time:

FOR ACTION: Ken Cole

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Monday, August 5, 1974

Time: cob

SUBJECT:

Armstrong memo (7/30/74) re: New Initiatives and Bicentennial

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE
WASHINGTON

November 12, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: ANNE ARMSTRONG
FROM: JERRY H. JONES
SUBJECT: New Initiatives and the Bicentennial

Your memorandum to the President of July 30 on the above subject has been reviewed by President Ford and your recommendation -- that the Bicentennial be adopted as the overall theme for the FY '76 Budget -- was approved, and the following notation was made:

-- Some good thoughts.

You should also note that this should be coordinated with the upcoming State of the Union.

Please follow-up with the appropriate action.

Thank you.

cc: Don Rumsfeld
Ken Cole
Roy Ash