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3/29/75

THE WHITE HOUSE  
WASHINGTON

Jim Connor

I would like  
to talk about this.

THE WHITE HOUSE

WASHINGTON

INFORMATION

March 27, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: JAMES E. CONNOR 

SUBJECT: The Tournament of Roses Parade, January 1, 1976

You inquired about an invitation to serve as the Grand Marshall of the 1976 Tournament of Roses Parade (attached at TAB A is a copy of the invitation).

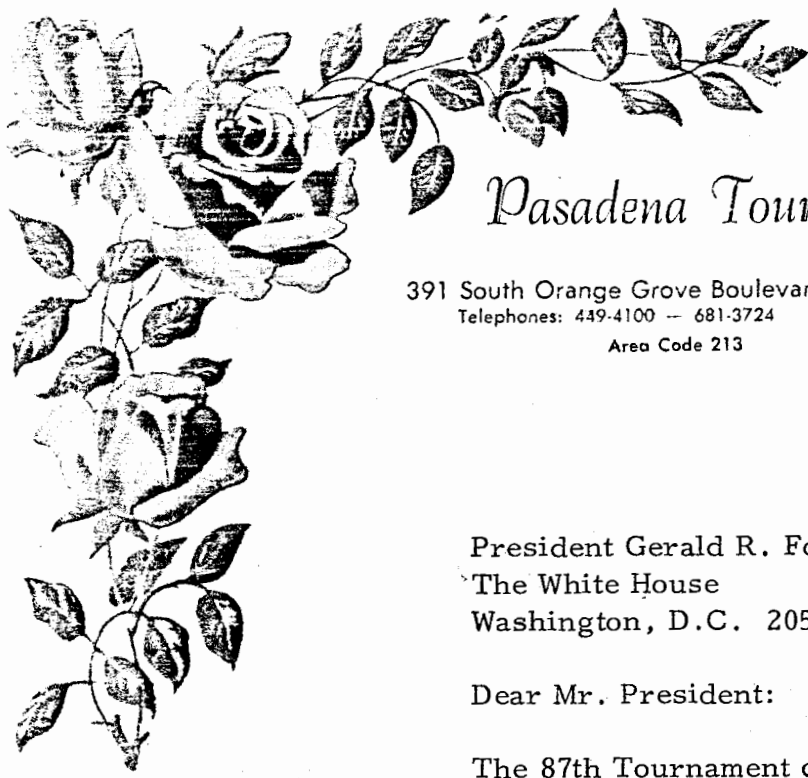
Your participation would involve travelling along the five-mile Parade route. This parade is viewed by more than a million people along the parade route and more than 120 million throughout the United States, Canada and Mexico.

President Eisenhower participated in the parade after he left office in 1964, and former President Nixon participated twice during his Vice Presidency.

If you follow your traditional vacation schedule, you would be in Vail over the New Year's holiday next year with the family. In past years this period has been primarily personal vacation time.

We have discussed your participation in the Tournament of Roses with Dick Keiser who feels the security necessary to protect you during the five mile parade route would be massive and even then he doubts that it would be adequate.





Dick: you  
asked for a copy  
of the invitation  
J.R.L.

# Pasadena Tournament of Roses Association

391 South Orange Grove Boulevard  
Telephones: 449-4100 — 681-3724  
Area Code 213

Pasadena, California 9110  
March 5, 1975

President Gerald R. Ford  
The White House  
Washington, D.C. 20500

Dear Mr. President:

The 87th Tournament of Roses Parade, New Year's morning, January 1, 1976, will be the first major event of the Bicentennial Celebration.

The Tournament is both proud and honored to have been designated as the leadoff celebration by the American Revolution Bicentennial Administration. The President of the United States is unquestionably the one person that should kick off this great year of celebration. Accordingly, Mr. President, I invite you to be the Grand Marshal of the 1976 Tournament of Roses and it is my most sincere hope that you, Mrs. Ford and your family, will find it possible to be with us in Pasadena, January 1, 1976, to bring greetings to America and the World.

The Tournament of Roses Parade and the Rose Bowl Game are the Premiere events of their kind throughout the world. More than a million people will view the Parade along the five-mile Parade route while more than 120 million throughout America, Canada, Mexico and countries to the south will watch it on NBC, CBS, KTTV Metromedia, KTLA and Canadian CBC television. Over 106,000 will pack the Rose Bowl while another 65 million fans join them on NBC T

The Tournament has been greatly honored in past years by having as Grand Marshal President Eisenhower, Vice President Nixon, Chief Justice Warren, Senator Dirksen, General of the Army Omar Bradley, and other notable personages. Our Grand Marshals have always been accorded warm and enthusiastic acceptance while on the Parade route and in retrospect have openly expressed that it was one of their most thrilling experiences. 1975 Grand Marshal Hank Aaron remarked that being Grand Marshal was a bigger thrill than breaking Babe Ruth's record.

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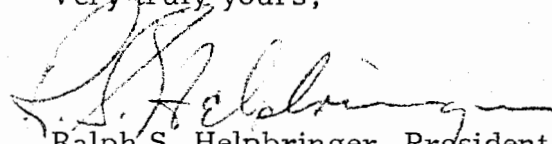
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Congressman Carlos Moorhead has been most enthusiastic in encouraging me to extend this invitation to you.

We are already well into the planning of the 1976 parade and I am hoping that I might have your affirmative answer in the near future. I hope you understand that I cannot promise a Michigan Rose Bowl appearance in 1976, but the Wolverines have come very close the last three years.

Very truly yours,



Ralph S. Helpbringer, President  
Tournament of Roses Association

RSH: dr

THE WHITE HOUSE

WASHINGTON

March 29, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JAMES CONNOR  
FROM: JERRY H. IONES  
SUBJECT: The Tournament of Roses Parade,  
January 1, 1976

Your memorandum on the above subject to the President has been reviewed and the following notation made:

-- I would like to talk about this.

Please follow up with the appropriate action.

Thank you.

cc: Don Rumsfeld