

The original documents are located in Box C48, folder “Presidential Handwriting, 9/8/1976” of the Presidential Handwriting File at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE WHITE HOUSE

WASHINGTON

September 8, 1976

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

WILLIAM F. GOROG

FROM:

JAMES E. CONNOR *JEC*

SUBJECT:

Naming the Space Shuttle

Confirming phone call to your office earlier today, the President reviewed your memorandum of September 3 and approved your recommendation to use the name "Enterprise" on the space shuttle.

Please follow-up with appropriate action.

cc: Dick Cheney

The President should make his decision
before meeting with Dr. Fletcher - tomorrow
at 9/8 at 4 P.M.

THE WHITE HOUSE

WASHINGTON

September 3, 1976

DECISION

MEMORANDUM FOR THE PRESIDENT
FROM: WILLIAM F. GOROG *WFG*
SUBJECT: Naming the Space Shuttle

Next Wednesday you will meet with Dr. James Fletcher of NASA for a substantive meeting at which time you will be presented with a mock-up of the space shuttle, the full scale version of which will be rolled out in California later this month. NASA has not announced a name as of yet for the shuttle, and they are holding this announcement until your meeting with Fletcher.

Dr. Fletcher is not adverse to the name "Enterprise" for the space shuttle, and I suggest that you ask that it be so named for the following reasons:

- o NASA has received hundreds of thousands of letters from the space-oriented "Star Trek" group asking that the name "Enterprise" be given to the craft. This group comprises millions of individuals who are deeply interested in our space program.
- o The name "Enterprise" is tied in with the system on which the Nation's economic structure is built.
- o Use of the name would provide a substantial human interest appeal to the rollout ceremonies scheduled for this month in California, where the aeronautical industry is of vital importance.

In short, this situation could provide the same public interest as the CB radio provided for Mrs. Ford.

Your approval is sought to have NASA use the name "Enterprise" on the space shuttle.

Approve

WFG

Disapprove _____

THE WHITE HOUSE

WASHINGTON

September 7, 1976

MR PRESIDENT:

Naming the Space Shuttle

Staffing of the attached memorandum resulted in the following comments and recommendations:

Phil Buchen and Brent Scowcroft - concur with recommendation.

Jim Cannon - "It seems to me "Enterprise" is an excellent name for the space shuttle.

It would be personally gratifying to several million followers of the television show "Star Trek", one of the most dedicated constituencies in the country.

Moreover, the name "Enterprise" is a hallowed Navy tradition. An "Enterprise" was in action against the Barbary pirates in 1803. During World War II, an "Enterprise" served with the Wasp and the Hornet in the carrier fleet in the Pacific. And the Navy's current "Enterprise" is the first nuclear carrier."

Dr. Guy Stever -

"Enterprise" is fine for the reasons listed.

Bob Hartmann - "This is an especially hallowed Naval name - going back to the Revolution - I think Navy should keep it."

Jack Marsh - "I have no objection to this selection of a name, however, I am not enthusiastic about the rationale for the selection. "Enterprise" is a famous name for vessels since the early days of the Republic. I think that is a far better reason than appealing to a T. V. fad."

Jim Connor

September 7, 1976

MR PRESIDENT:

Naming the Space Shuttle

Staffing of the attached memorandum resulted in the following comments and recommendations:

Phil Buchen and Brent Scowcroft - concur with recommendation.

Jim Cannon - "It seems to me "Enterprise" is an excellent name for the space shuttle.

It would be personally gratifying to several million followers of the television show "Star Trek", one of the most dedicated constituencies in the country.

Moreover, the name "Enterprise" is a hallowed Navy tradition. An "Enterprise" was in action against the Barbary pirates in 1803. During World War II, an "Enterprise" served with the Wasp and the Hornet in the carrier fleet in the Pacific. And the Navy's current "Enterprise" is the first nuclear carrier. "

Dr. Guy Stever-

"Enterprise" is fine for the reasons listed.

Bob Hartmann - "This is an especially hallowed Naval name - going back to the Revolution - I think Navy should keep it. "

Jack Marsh - "I have no objection to this selection of a name, however, I am not enthusiastic about the rationale for the selection. "Enterprise" is a famous name for vessels since the early days of the Republic. I think that is a far better reason than appealing to a T. V. fad. "

Jim Connor

THE WHITE HOUSE

WASHINGTON

September 3, 1976

DECISION

MEMORANDUM FOR

THE PRESIDENT

FROM:

WILLIAM F. GOROG *WFG*

SUBJECT:

Naming the Space Shuttle

Next Wednesday you will meet with Dr. James Fletcher of NASA for a substantive meeting at which time you will be presented with a mock-up of the space shuttle, the full scale version of which will be rolled out in California later this month. NASA has not announced a name as of yet for the shuttle, and they are holding this announcement until your meeting with Fletcher.

Dr. Fletcher is not adverse to the name "Enterprise" for the space shuttle, and I suggest that you ask that it be so named for the following reasons:

- o NASA has received hundreds of thousands of letters from the space-oriented "Star Trek" group asking that the name "Enterprise" be given to the craft. This group comprises millions of individuals who are deeply interested in our space program.
- o The name "Enterprise" is tied in with the system on which the Nation's economic structure is built.
- o Use of the name would provide a substantial human interest appeal to the rollout ceremonies scheduled for this month in California, where the aeronautical industry is of vital importance.

In short, this situation could provide the same public interest as the CB radio provided for Mrs. Ford.

Your approval is sought to have NASA use the name "Enterprise" on the space shuttle.

Approve _____

Disapprove _____

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: September 4, 1976

Time:

FOR ACTION:

cc (for information):

- ✓ Phil Buchen
- ✓ Jim Cannon
- Jim Lynn -

- Jack Marsh -
- Dave Gergen*
- Guy Stever

- ✓ Brent Scowcroft -
- ✓ Bob Hartmann -

FROM THE STAFF SECRETARY

DUE: Date:

Tuesday, 9/7/76

Time:

10 A.M.

SUBJECT:

Bill Gorog's memorandum re Naming the Space Shuttle

ACTION REQUESTED:

___ For Necessary Action

X For Your Recommendations

___ Prepare Agenda and Brief

___ Draft Reply

X For Your Comments

___ Draft Remarks

REMARKS:

Cannon - agree see comments
 Buchen - agree*
 Scowcroft - concur*
 Hartmann - see comments
 Dr. Slineer - Enterprise is fine few reasons less.
 Lynn - no comment

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.


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

Jim Connor
 For the President

THE WHITE HOUSE

WASHINGTON

September 7, 1976

MEMORANDUM FOR: JIM CONNOR
FROM: JACK MARSHALL 
SUBJECT: Naming the Space Shuttle

I have no objection to this selection of a name; however, I am not enthusiastic about the rationale for the selection.

"Enterprise" is a famous name for vessels since the early days of the Republic. I think that is a far better reason than appealing to a T.V. fad.

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: September 4, 1976

Time:

FOR ACTION:

cc (for information):

Phil Buchen
Jim Cannon
Jim Lynn

Jack Marsh
Dave Gergen
Guy Stever

Brent Scowcroft
Bob Hartmann

FROM THE STAFF SECRETARY

DUE: Date: Tuesday, 9/7/76

Time: k 10 A. M.

SUBJECT:

Bill Gorog's memorandum re Naming the
Space Shuttle

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

This is an especially hallowed naval name going back to the Revolution. I think Harry should keep it.



PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

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

Jim Connor
For the President

THE WHITE HOUSE

WASHINGTON

September 3, 1976

DECISION

MEMORANDUM FOR

THE PRESIDENT

FROM:

WILLIAM F. GOROG *WFG*

SUBJECT:

Naming the Space Shuttle

Next Wednesday you will meet with Dr. James Fletcher of NASA for a substantive meeting at which time you will be presented with a mock-up of the space shuttle, the full scale version of which will be rolled out in California later this month. NASA has not announced a name as of yet for the shuttle, and they are holding this announcement until your meeting with Fletcher.

Dr. Fletcher is not adverse to the name "Enterprise" for the space shuttle, and I suggest that you ask that it be so named for the following reasons:

- o NASA has received hundreds of thousands of letters from the space-oriented "Star Trek" group asking that the name "Enterprise" be given to the craft. This group comprises millions of individuals who are deeply interested in our space program.
- o The name "Enterprise" is tied in with the system on which the Nation's economic structure is built.
- o Use of the name would provide a substantial human interest appeal to the rollout ceremonies scheduled for this month in California, where the aeronautical industry is of vital importance.

In short, this situation could provide the same public interest as the CB radio provided for Mrs. Ford.

Your approval is sought to have NASA use the name "Enterprise" on the space shuttle.

Approve _____

Disapprove _____

THE WHITE HOUSE

WASHINGTON

September 6, 1976

MEMORANDUM FOR: JIM CONNOR
FROM: JIM CANNON
SUBJECT: Renaming of the Space Shuttle

It seems to me "Enterprise" is an excellent name for the space shuttle.

It would be personally gratifying to several million followers of the television show "Star Trek," one of the most dedicated constituencies in the country.

Moreover, the name "Enterprise" is a hallowed Navy tradition. An "Enterprise" was in action against the Barbary pirates in 1803. During World War II, an "Enterprise" served with the Wasp and the Hornet in the carrier fleet in the Pacific. And the Navy's current "Enterprise" is the first nuclear carrier.

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: September 4, 1976

Time:

FOR ACTION:

cc (for information):

Phil Buchen

Jack Marsh

Jim Cannon

Dave Gergen

Brent Scowcroft

Jim Lynn

Guy Stever

FROM THE STAFF SECRETARY

DUE: Date: Tuesday, 9/7/76

Time: k 10 A.M.

SUBJECT:

Bill Gorog's memorandum re Naming the
Space Shuttle

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

I concur.



Philip W. Buchen
Counsel to the President

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

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

Jim Connor
For the President

MEMORANDUM
OF CALL

TO:

YOU WERE CALLED BY— YOU WERE VISITED BY—

OF (Organization)

Jeanne Davis
NSC

PLEASE CALL → PHONE NO. CODE/EXT. _____
 WILL CALL AGAIN IS WISHING TO SEE YOU
 RETURNED YOUR CALL WISHES AN APPOINTMENT

MESSAGE

re: space shuttle
"Cognac"

RECEIVED BY

DATE

TIME

STANDARD FORM 63
REVISED AUGUST 1967
GSA FPMR (41 CFR) 101-11.6

GPO : 1960-048-10-50341-1 332-280

63-108

NATIONAL SECURITY COUNCIL

September 7, 1976

MEMORANDUM FOR: JAMES CONNOR
FROM: Jeanne W. Davis *JWD*
SUBJECT: Bill Gorog's Memorandum
Regarding Naming the Space
Shuttle

The NSC Staff concurs in Bill Gorog's memorandum to the President regarding naming the Space Shuttle.