

The original documents are located in Box 64, folder “American Revolution Bicentennial Administration - Licensing/Use of Symbol and Flag” of the John Marsh Files 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 Gerald R. Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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.

Official American Revolution Bicentennial Decals



These bright colorful screen printed decals are designed to withstand all types of weather. The durable vinyl is pressure sensitive (no water needed to apply).



These decals can be ordered with your state or community bicentennial commission imprint

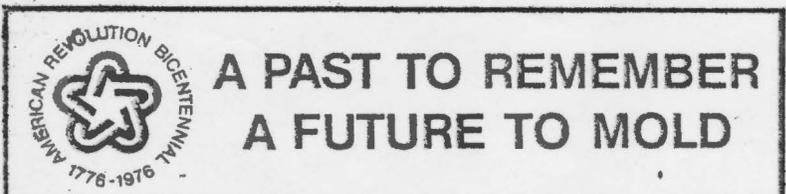
DISCOVER BICENTENNIAL AMERICA



3"x12" ARBA01



3"x12" ARBA02



3"x12" ARBA03

10"x14" ARBA04



2 1/2" x 3 1/2" ARBA05



3 1/4" ARBA07



5 1/2" ARBA06

QUANTITY	3" x 12"	5 1/2" dia.	3 1/4" dia.	2 1/2" x 3 1/2"	10" x 14"	
100 to 200	\$.29 each	\$.22 each	\$.11 each	\$.11 each	\$1.40 each	Prices on large quantities and printing cost available on request.
250 to 500	\$.25 each	\$.19 each	\$.09 each	\$.09 each	\$1.21 each	
500 to 1,000	\$.20 each	\$.15 each	\$.07 each	\$.07 each	\$.97 each	
1,000 to 2,500	\$.15 each	\$.11 each	\$.05 each	\$.05 each	\$.72 each	

PRICES INCLUDE POSTAGE & HANDLING. MINIMUM QUANTITY ORDER IS ONE HUNDRED (100) OF ANY ONE (1) ITEM.

IDL, Incorporated
535 Old Frankstown Road
Pittsburgh, Pa. 15239

OFFICIAL AMERICAN REVOLUTION BICENTENNIAL DECALS

Officially Recognized Comm
of the American Revolutio
ennial Administration Lic
76-19-0533, authorized und
Law 93-179.

Gentlemen: We want to help America celebrate its 200th birthday. Please ship immediately.

QUANTITY	AMOUNT
— #ARBA01 3"x12"	_____
— #ARBA02 3"x12"	_____
— #ARBA03 3"x12"	_____
— #ARBA04 10"x14"	_____
— #ARBA05 2 1/2"x3 1/2"	_____

IDL INCORPORATED.
535 OLD FRANKSTOWN RD.
PITTSBURGH, PA. 15239

Check Enclosed \$ _____

Name _____

Address _____

Note: For dest
Pa & Ohio add
sales tax or
exemption certifi



--ARBA AUTHORIZED LICENSEES--

<u>COMPANY</u>	<u>PRODUCT(S) LICENSED</u>	<u>LICENSE NO.</u>
Collegetville Flag & Mfg. Company 4th Avenue Collegetville, PA 19426 PH: 215-489-4131 David Cornish	Flags (available for purchase to authorized users only--size 2' x 3' and larger)	76-19-0500
Lordship-Simco, Inc. 245 Seventh Avenue New York, NY 10001 PH: 212-255-4315 Milton Berger	Bicentennial Symbol Lapel Pins (available for purchase to authorized users only)	76-19-0501
Valley Forge Flag Company One Rockefeller Plaza New York, NY 10019 PH: 212-586-1776 Michael Liberman	Flags (available for purchase to authorized users only--size 2' x 3' and larger)	76-19-0502
Paperweights, Inc. 100 Broadway Garden City Park, NY 11040 PH: 516-741-2800 David Braun	Paperweights	76-19-0503
Red, White and Blue Star Jewelry Corporation 1370 Avenue of the Americas New York, NY 10019 PH: 212-489-6700 John Rubino	Jewelry and Medallions (featuring ARBA symbol)	76-19-0504
Franklin Mint Franklin Center, PA 19063 PH: 215-459-6282 Bob Hallowell	Series of 100 Commemorative Ingots (depicting 100 events in America's History--offered through March 31, 1975)	76-19-0505
Lee Company Empire State Building New York, NY 10001 PH: 212-244-4440 Dan Lieberfarb	Belt Buckles and Belts	76-19-0506
Vendome Headwear, Inc. 65 Bleecker Street New York, NY 10012 PH: 212-477-5522 Joseph Nissenbaum	Tri-Cornered Denim Hat	76-19-0507

<u>COMPANY</u>	<u>PRODUCT(S) LICENSED</u>	<u>LICENSE NO.</u>
Dettra Flag Company, Inc. Oaks, PA 19456 PH: 215-666-5050 William C. Spangler	Flags (available for purchase to authorized users only--size 2' x 3' and larger)	76-19-0508
Voyager Emblems, Inc. 3707 Lockport Road Sanborn, NY 14132 PH: 716-731-4121 Donald B. Grant	ARBA Embroidered Emblems, Patches and Appliques	76-19-0509
All American Emblem Corporation 590 - 56th Street West New York, NJ 07093 PH: 201-861-1150 Coleman Schneider	ARBA Embroidered Emblems, Patches and Appliques	76-19-0510
Annin and Company 163 Bloomfield Avenue Verona, NJ 07044 PH: 201-239-9000 C. R. Beard, Jr.	Flags (available for purchase to authorized users only--size 2' x 3' and larger)	76-19-0511
Packtics, Inc. P. O. Box 9563 Baltimore, MD 21205 PH: 301-732-1700 Frank Dreyer	Plastic Plaques, Labels and Bumper Stickers	76-19-0512
American Decorators, Inc. 15 Coates Street Trenton, NJ 08611 PH: 609-392-3229 Clarence G. Firth	Ceramic Mugs	76-19-0513
Commemorative Gifts, Ltd. 323 Washington Street Ogdensburg, NY 13669 PH: 315-393-2640 F. B. Sirotek	Commemorative Spoons	76-19-0514
Dixie Seal and Stamp Company P. O. Box 54616 Atlanta, GA 30308 PH: 404-875-8883 Stephen Schmidt, Jr.	Auto and Bike License Plates	76-19-0515
Mr. Mark of California P. O. Box 58427 2528 E. 37th Street Vernon, CA 90058 PH: 213-589-9161 Herb Phillips	Mens Blazers and Coordinated Slacks	76-19-0516

<u>COMPANY</u>	<u>PRODUCT(S) LICENSED</u>	<u>LICENSE NO.</u>
Teagle and Little, Inc. 1048 W. 27th Street Norfolk, VA 23517 PH: 804-622-5793 A. Deck Jordan	ARBA Facsimile of the Great Seal of the United States Poster, ARBA Posters	76-19-0517
A. G. Trimble Company 3006 Jenkins Arcade Pittsburgh, PA 15222 PH: 412-281-4090 Richard C. Trimble	ARBA Logo Buttons	76-19-0518
Coach House Game Sales and Promotions, Inc. 741 Buena Chicago, IL 60613 PH: 312-525-1054 Michael Miller	Board Game Series	76-19-0519
Harold Lanzer R. R. 1 Holgate, OH 43527 PH: 419-264-4195 Harold Lanzer	Handcrafted Clocks	76-19-0520
U. S. Playing Card Company Beech and Park Cincinnati, OH 45212 PH: 513-731-0220 William F. Tuttle	Playing Cards	76-19-0521
Minnesota, Mining and Manufacturing Company (3M) Traffic Control Products Division 3M Center, Building 224-62 St. Paul, MN 55101 PH: 612-733-1110 John Hill	ARBA Reflective Traffic Signs (available only to official federal, state, county and municipal highway/roads/streets departments)	76-19-0522
Carlson, Rockey and Associates, Inc. 655 Madison Avenue New York, NY 10021 PH: 212-758-4116 Mary Baker	Outdoor Street Signs and Indoor Molded Plaques; Parade and Decoration Handbook for Officially Recognized Bicen- tennial Communities	76-19-0523
Walsworth Publishing Company, Inc. 306 N. Kansas Avenue Marceline, MO 64658 PH: 816-376-3543 Rush Johnson	Use of Logo in 1975-76 School Yearbooks	76-19-0524

<u>COMPANY</u>	<u>PRODUCT(S) LICENSED</u>	<u>LICENSE NO.</u>
Maison White Corporation 120 E. 56th Street Room 920 New York, NY 10022 PH: 212-421-3640 David Blank	ARBA Patches, Bumper Stickers, Posters, and License Plates	76-19-0525
Creative Merchandisers, Inc. 61 W. Superior Street Chicago, IL 60610 PH: 312-943-0211 Bernard Slepak	Pamphlets, Brochures, Maps and Charts	76-19-0526
Ann Arbor Circuits, Inc. 424 W. Washington Street Ann Arbor, MI 48106 PH: 313-665-4101 Herbert Munch	Declaration of Independence Etched in Copper	76-19-0527
Monte Models, Inc. P. O. Box 2391 New Bern, NC 28560 PH: 919-637-5803 Robert Monte	Models of Historic Landmarks	76-19-0528
Betsy Ross Manufacturing Company, Inc. 41 Brook Avenue Passaic, NJ 07055 PH: 201-773-3388 Michael Palughi	Flags (available for purchase to authorized users only--size 2' x 3' and larger)	76-19-0529
A. Rivetz Company, Inc. 1000 Washington Street Boston, MA 02118 PH: 617-542-4151 Melvin Creedman	Men's Neckwear	76-19-0530
Tut Taylor Music, Inc. 500 Arlington Avenue Nashville, TN 37210 PH: 615-255-5004 Robert Taylor	5-String Banjo, Dulcimer, and Plickett	76-19-0531
Cleve Shirtmakers, Inc. 350 Fifth Avenue New York, NY 10001 PH: 212-947-9890 George Gerson	Men's Sportshirts	76-19-0532
IDL, Inc. 535 Old Frankstown Road Pittsburgh, PA 15239 PH: 412-242-3112 Bud Murray	Decals, Bumper Stickers and Stacker Displays	76-19-0533

<u>COMPANY</u>	<u>PRODUCT(S) LICENSED</u>	<u>LICENSE NO.</u>
Prince Consort Division of A. Schreter & Son, Inc. 16 S. Eutaw Street Baltimore, MD 21201 PH: 301-685-3400 Nelson Schreter	Men's Neckwear	76-19-0534
Dell Publishing Company 750 Third Avenue New York, NY 10017 PH: Stephen Bair	Calendar of 200 Bicentennial Festivals	76-19-0535
Maison White Corporation 120 E. 56th Street Room 920 New York, NY 10022 PH: 212-421-3640 David Blank	Canvas Tote Bag	76-19-0536
Clarks & Coombs Company 162 Clifford Street Providence, RI 02903 PH: 401-421-1506 Vito Carneglia	Commemorative Ring	76-19-0537
Coach House Game Sales & Promotions, Inc. 741 Buena Chicago, IL 60613 PH: 312-525-1054 Michael Miller	Pressure Sensitive Bumper Sticker with Reflective Safety Background	76-19-0538
The Knobby Krafters, Inc. 200 N. Main Street Attleboro, MA 02703 PH: 617-222-7272 Dexter P. Nerney	Molded Plastic Lapel and Scatter Pin	76-19-0539
Designer Decal, Inc. West 1021 Broadway Spokane, WA 99201 PH: 509-328-5671 Keith Smelzer	Decals and Pennant	76-19-0540
Meldrum Mfg. & Engineering Company 2100 Gilbert Avenue St. Paul, MN 55104 PH: 612-645-5897 Peter McCarron	White Metal Tray with ARBA Symbol	76-19-0541

COMPANYPRODUCT(S) LICENSEDLICENSE NO.

Gateway Sporting Goods Company
2420 Pershing Road
Kansas City, MO 64138
PH: 212-586-7920
Sidney Estridge

Trophies and Plaques
(available for purchase
to authorized users only)

76-19-0542

N. G. Slater Corporation
220 W. 19th Street
New York, NY 10011
PH: 212-924-3133
Robert Slater

Lapel Buttons (plastic
and metal)

76-19-0543

Stearns and Foster Company
Lockland
Cincinnati, OH 45215
PH: 513-821-0700
Fred Rutherford

Quilt and Pillow Kit

76-19-0544

Patchmaker, Inc.
Box 51
Closter, NJ 07624
PH: 212-736-6820
Stanley Cohen

Woven ARBA Symbol Patch

76-19-0545

Medallic Art Company
Old Ridgebury Road
Danbury, CT 06810
PH: 203-792-3000
Mike Cooper

Medallic Art Calendar

76-19-0546

Erickson Memorial Company
920 Speer Boulevard
Denver, CO 80204
PH: 303-255-1785
Roy Erickson

Granite Sundial

76-19-0547

Central Decal Company, Inc.
6843 West 60th Place
Chicago, IL 60638
PH: 312-586-2012
Harry Fund

ARBA Labels, Decals,
Placards and Signs

76-19-0548

Mody Enterprises
Orleans Village
6376 Wingate Street
Alexandria, VA 22312
PH: 703-354-9615
Harshad Mody

Plaque, Frame, Desk Set,
Name plate, Office
Accessories

76-19-0549

May 5, 1975

MEMORANDUM FOR: JOHN WARNER
FROM: TED HARRS

Attached is a copy of a letter I have sent to an individual who wishes to remain anonymous. I would like to have your comments on his suggestion.

Thank you for your assistance.

✓ cc: Russ Rourke



Russ violated the "Personal" on your letter about making offices in government show our colors. The idea is great!

Minus your name and address, I have sent it to John Warner at the American Revolution Bicentennial Administration and to others. One reaction I have had is that encouraging each person to do his own thing in his office -- possibly each building having a competition with awards might be good. Another suggestion has been flying the ARBA flag over the individual Federal buildings.

On behalf of the President, I can assure you that your thinking and personal participation are greatly appreciated. I am enclosing herewith the personal message the President has put together to send out to anyone who is participating in the Bicentennial celebration.

With best regards.

Sincerely,

Theodore C. Marrs
Special Assistant to the President



As you know, you can go into nearly any federal office and imagine you are in some other country than the U.S. There are no pictures on the walls to indicate America, no flag, nothing to project the American image.

~~We're coming up to the Bicentennial and I think this gap should be filled.~~

~~Suggestion: an executive order requiring that every federal office be decorated with, as a minimum, one of a series of reproductions of famous paintings depicting the historical origins of the U.S. - maybe, as a minimum, one of those which are displayed in the rotunda of the Capitol.~~

(If you came to my office, you'd see the flag behind my desk, a large reproduction of the signing of the Declaration of Independence and of the Gilbert Stuart of George Washington - bought at my own expense - and the Constitution and the Declaration of Independence. However, I am a minority of one in this type of display.) Visitors know they are in a U.S. office.

Strike a blow for freedom.



*D.C. Bicentennial
(Gil Gude meeting)*



Logistical Preparations for the Bicentennial in the National Capital Area

Areas Where Federal Government Can Directly Assist Region

1. Housing and Accommodations

- a. Interior Department assistance in establishing a central reservations/referral system at the National Visitors Center
- b. Park Service assistance in identifying/developing temporary campsites on federally-owned property throughout the region

2. Transportation and Parking

- a. Identification/development by various federal agencies (e.g., GSA, Defense, Interior) of additional parking facilities downtown and in fringe areas, beyond those contemplated for use under the \$10 million "Bicentennial Transportation Program for the National Capital Area"
- b. Continued White House support for the above Department of Transportation appropriation (UMTA) in the fy '76 budget

3. Emergency Medical Services

Cooperation of the Department of Defense in making available its facilities and resources to the local area for use in time of emergency (e.g., Walter Reed, Bethesda Naval Medical, Andrews AFB hospital facilities, as well as ambulances and such emergency medical equipment as may be necessary.)





May 14, 1975

MEMORANDUM FOR: Executive Directors, the Bicentennial Commissions
of the 50 States, the Territories, the
Commonwealth of Puerto Rico, and the District
of Columbia

SUBJECT: ARBA Flag Policy

The issue of who can and who can't fly the Bicentennial Flag has been a bone of contention at the Congressional, State, and local level for the last year. We have discussed the issue at every level, including various regional meetings, executive staff meetings, and discussions were held with representatives of the State Commissions at the National Conference this February in Washington, D. C.

Based upon these meetings and discussions, the ARBA has adopted the attached flag policy. In addition, you will find enclosed a copy of a press release on the subject to be issued Monday, May 19.

If you have any questions, please contact your Regional Director.

Hugh A. Hall
Hugh A. Hall
Assistant Administrator

7 Attachments

1. Policy for Use of the Official Flag of the ARBA
2. Authorized Users of the Bicentennial Flag
3. Description of the Bicentennial Flag
4. Proper Display of the Bicentennial Flag
5. Authorized ARBA Flag Sizes
6. Authorized Flag Manufacturers
7. Press Release

Policy for Use of the Official Flag
of the American Revolution Bicentennial Administration

The official flag of the American Revolution Bicentennial Administration (ARBA) may be purchased and displayed by any authorized user.



Authorized Users of the Bicentennial Flag

- ° All programs and events which have earned official recognition
- ° Overseas Bicentennial projects officially recognized by the ARBA
- ° All U. S. Embassies and Consulates throughout the world
- ° Executive, Judicial and Congressional divisions of the U. S. Government
- ° All Federal Government departments and agencies throughout world
- ° All State Governments
- ° State Bicentennial Commissions, including the Commonwealth of Puerto Rico, the Territories, and the District of Columbia
- ° Members of the National Bicentennial Service Alliance*

*Local chapters may use the flag in connection with their support of Bicentennial programs of their national organizations or through participation in the Bicentennial Communities Program

- ° Members of the National Bicentennial Hospitality Alliance
- ° Any organization, corporation or individual located in or participating in any of the following Bicentennial activities:
 - Bicentennial Community
 - Bicentennial College or University
 - Bicentennial Armed Forces Installation or Command
- ° Special events which contribute to Bicentennial, when specifically authorized by Administrator



Description of the Bicentennial Flag

The official American Revolution Bicentennial Administration flag incorporates the ARBA symbol on a white background. The symbol takes the form of an American five-pointed star in white, surrounded by continuous red, white, and blue stripes which form a second star. This double star is symbolic of the two centuries which have passed since the American Revolution. These colorful stripes also evoke a feeling of festivity and suggest the furled bunting traditionally used in times of celebration throughout the nation. The symbol is contemporary in design in keeping with the forward-looking goals of the Bicentennial celebration: "to forge a new national commitment, a new spirit for '76, a spirit which will unite the nation in purpose and dedication to the advancement of human welfare as it moves into its third century."



Proper Display of the Bicentennial Flag

Authorized users may display the official ARBA flag anywhere that the American Flag may be properly displayed pursuant to established flag protocol. When the official ARBA flag is displayed with the American Flag, the Bicentennial flag is immediately subordinate to the American Flag, second in ranking to any flag display.



Authorized ARBA Flag Sizes

Authorized ARBA flag sizes for both indoor and outdoor use are:

2' x 3'
3' x 5'
4' x 6'
5' x 8'

Flags larger than 5' x 8' are also authorized; however, they are available only upon special order from officially licensed flag manufacturers.

The following products usually associated with flags have been licensed by ARBA for use by the general public. No authorization is required for purchase or display:

Pennant

Triangular in shape - approximately 8" x 15"

Desk and Table Mount Flags

The following sizes have been authorized:

4" x 6"
8" x 12"
12" x 18"

Note: No flags have been authorized between the 12" x 18" size and the 2' x 3' size.



May 1, 1975

Authorized Flag Manufacturers

Collegeville Flag and Manufacturing Company
4th Avenue
Collegeville, PA 19426
PH: 215-489-4131
David Cornish

Valley Forge Flag Company
One Rockefeller Plaza
New York, NY 10019
PH: 212-586-1776
Michael Liberman

Dettra Flag Company, Inc.
Oaks, PA 19456
PH: 215-666-5050
William C. Spangler

Annin and Company
163 Bloomfield Avenue
Verona, NJ 07044
PH: 201-239-9000
C. R. Beard, Jr.

Betsy Ross Manufacturing Company
41 Brook Avenue
Passaic, NJ 07055
PH: 201-773-3388
Michael Palughi



Bicentennial News

American Revolution
Bicentennial Administration
2401 E. St., N.W.
Washington, D.C. 20276

John W. Warner, Administrator



FOR IMMEDIATE RELEASE

BICENTENNIAL FLAG POLICY ANNOUNCED

Washington, D.C.--John W. Warner, Administrator of the American Revolution Bicentennial Administration (ARBA) says, "It is my fervent hope that the Bicentennial flag will fly from every building, house, and flagpole in the country to proclaim our Nation's 200th Anniversary." Warner made the remarks in announcing the policy and guidelines for use and display of the official national Bicentennial flag.

The flag is white in background with the national Bicentennial symbol in the center. The symbol takes the form of an American five-pointed star in white, surrounded by continuous red, white, and blue stripes which form a second star. All rights in this symbol are vested in the ARBA pursuant to Public Law 93-179.

Authorized users who may purchase and display the flag under the ARBA policy are:

- °All programs and events which have earned official recognition.
- °Overseas Bicentennial projects officially recognized by the ARBA.
- °All U.S. Embassies and Consulates throughout the world.
- °Executive, Judicial and Congressional divisions of the U.S. Government.

- more -



°All Federal Government departments and agencies throughout the world.

°All State Governments.

°State Bicentennial Commissions, including the Commonwealth of Puerto Rico, the Territories, and the District of Columbia.

°Members of the National Bicentennial Service Alliance. Local chapters may use the flag in connection with their support of Bicentennial programs of their national organizations or through participation in the Bicentennial Communities Program.

°Members of the National Bicentennial Hospitality Alliance.

°Any organization or individual located in or participating in any of the following Bicentennial activities: Bicentennial Community, Bicentennial College or University, or Bicentennial Armed Forces Installation or Command.

°Special events which contribute to Bicentennial, when specifically authorized by ARBA.

The Bicentennial flag may be flown by authorized users anywhere that the American flag is flown under established flag protocol. When the two are flown together, the Bicentennial flag is immediately subordinate to the American flag, second in ranking in any flag display.

Authorized ARBA flag sizes for both indoor and outdoor use are 2' by 3', 3' by 5', 4' by 6', and 5' by 8'.

Flags larger than 5' by 8' are authorized; however, they are available only upon special order from officially licensed flag manufacturers.

The national Bicentennial flags can be purchased from the following manufacturers who have been licensed to make them by the ARBA.

Collegeville Flag and Manufacturing Company
4th Avenue
Collegeville, Pennsylvania 19426
(215) 489-4131

- more -



Valley Forge Flag Company
One Rockefeller Plaza
New York, New York 10019
(212) 586-1776

Dettra Flag Company, Inc.
Oaks, Pennsylvania 19456
(215) 666-5050

Annin and Company
163 Bloomfield Avenue
Verona, New Jersey 07044
(201) 239-9000

Betsy Ross Manufacturing Company
41 Brook Avenue
Passaic, New Jersey 07055
(201) 773-3388

The following products usually associated with flags have also been licensed by ARBA for use by the general public: Triangular pennants, approximately 8" by 15"; desk and table mounted flags in the following sizes, 4" by 6", 8" by 12", and 12" by 18".

No flags have been authorized between the 12" by 18" size and the 2' by 3' size.

- 30 -

Media contact: Office of Communications
(202) 634-1791
John Scholzen



JUL 2 1975

Bicentennial News

American Revolution
Bicentennial Administration
2401 E. St., N.W.
Washington, D.C. 20276

John W. Warner, Administrator



June 9, 1975

MEMORANDUM

Enclosed is the latest edition of the graphics manual with guidelines for use of the official symbol of the American Revolution Bicentennial. The manual includes suitable art for reproduction. The only change in the symbol itself is the inclusion of the trademark designation.

Many of you who received the first manual a little over a year ago have been using the symbol to identify news and feature stories on the Bicentennial. We urge greater use by the news media so that it will truly become recognized as the symbol of the commemoration of the nation's 200th anniversary.

Your help in making all Americans familiar with this symbol is greatly appreciated.

In the Spirit of '76,

A handwritten signature in cursive script that reads "Herbert E. Hetu".

Herbert E. Hetu
Assistant Administrator
Communications & Public Affairs



Bicen

April 28, 1976

MEMORANDUM TO:

TED MARRS

FROM:

RUSS ROURKE

Ted, please note JOM's notation.

cb



THE WHITE HOUSE
WASHINGTON

April 9, 1976

MEMORANDUM FOR: JACK MARSH

FROM: TED MARRS *marrs*
MILT MITLER *MITLER*

A check with ARBA has revealed that they expect excellent utilization of the Bicentennial symbol in conjunction with the 1976 graduating classes at high schools and colleges and universities.

The news release concerning the use of the logo was sent to about 28,000 newspapers. In addition this has been publicized before the Council of Mayors and other groups and has also been sent to national school publications. ARBA has indicated it would not be economically feasible to make a direct mailing to all schools but they do feel that their means of dissemination will accomplish the purpose.

Attached are copies of Presidential letters to 1976 graduates which are being sent by HEW to about 25,000 high schools and 2,500 colleges and universities. This is an annual practice and this year encompasses Bicentennial values.

Attachments

R - I think letters should have made some reference to the "Class of '76"

M



3/24/76

TO THE 1976 COLLEGE GRADUATES:

The freedom to pursue knowledge is one of the great blessings our Founding Fathers sought to bestow on the society they envisioned. You have been the beneficiaries of this great legacy. You have tasted the freedom to engage in the studies of your choice, to express your opinions and to pursue new opportunities for self-fulfillment.

As I congratulate you on the accomplishments reflected in your college degrees, a proud nation looks to you to help advance the continuing realization of the dream of our Founding Fathers and the aspirations of our society. We can reflect that two hundred years ago half of our population was less than twenty years of age. The author of our Declaration of Independence was thirty-three; and of its signers, sixteen were in their thirties and three were in their twenties. Young or old, our Founding Fathers cherished the concepts of individual freedom and equality and were fiercely determined to direct their own destiny.

As the Bicentennial college graduating class, you are the embodiment of what America can achieve. You are both the strength and the hope of our nation. I send each of you my very best wishes for every success and personal satisfaction in your future lives.

Sent to: Mr. Herman R. ^xAllen
Director, Editorial Services Division
Office of Public Affairs
Office of Education, HEW

GRF:Hasek:ck

cc: R. Hartmann/R. Nessen/J. Connor/D. Downton/E. Hasek/CF
DUE: ASAP

To be reproduced and sent out by HEW to all accredited colleges in nation.

70

76-3242140

THE WHITE HOUSE
WASHINGTON

May 25, 1976



TO: JACK MARSH

FROM: RUSSELL A. ROURKE *Rur*

 For Direct Reply

 For Draft Response

 X For Your Information

 Please advise

*R - Advise
Mike
5/27/76
M*

MAY 17 1976

THE WHITE HOUSE

WASHINGTON

May 17, 1976

MEMORANDUM FOR:

RUSS ROURKE

FROM:

TED MARRS
MILT MITLER

Russ, on the ARBA/Franklin Mint matter -- there is just a bit of confusion which should be set right. Mike refers to the Franklin Mint where, in fact, the items concerned are being turned out by the Franklin Library.

As you know, ARBA does license various commercial enterprises to produce Bicentennial items and from the licensing effort receives the non-appropriated funds which it dispenses for Bicentennial activities. Doing this, they are operating within the parameters set by the Congress in their mandate.

The Franklin Library is a respected organization; the books being turned out are selective and are being endorsed as an official ARBA activity; the Congressional charter to ARBA not only permits this but urges it. Finally, as a nation of free enterprise, we would place ourselves in a questionable position were we to criticize ARBA's legitimate role in this.

Bicen

May 12, 1976

MEMORANDUM TO:

TED MARRS
MILT MITLER

FROM:

RUSS ROURKE

Jack's note is self-explanatory. Any advice or guidance you can offer would be appreciated.

Many thanks.

cb



MAY 10 1976

THE WHITE HOUSE

WASHINGTON

May 10, 1976

MEMORANDUM FOR: JACK MARSH
FROM: MIKE DUVAL *Mike*
SUBJECT: ARBA MAILER

As you can see from the attached, John Warner did a cover piece to a mailer put out by the Franklin Mint.

As you know, Franklin Mint is an extremely aggressive outfit in Pennsylvania that is better known for its hard sell, ~~than for the quality of its products.~~

I seriously question the propriety of the ARBA in involving itself in such an obviously commercial undertaking. You'll notice that they use the American Express mailing list, and I think this may be an example of "crossing the line".

If you concur, I think it might be appropriate for the President to take credit for coming down very hard against the ARBA for such crass commercialism of the Bicentennial. It would show the President's concern over such things and clearly in charge.

*R- get advice
Ted & Mint.
2*



American Revolution
Bicentennial Administration
2401 E Street, N.W.
Washington, D.C. 20276



Dear Friend:

As Administrator of the American Revolution Bicentennial Administration, I am honored to announce "The 100 Greatest Masterpieces of American Literature." This collection includes those books, authored solely by Americans, which have contributed greatly to our nation's cultural heritage over the past two hundred years. It will be one of the most significant commemoratives of America's Bicentennial.

As you can well understand, the selection of these masterpieces was a task that required participation by some of our nation's foremost literary scholars, with the cooperation of universities throughout the country. At my invitation, at least one university in each of our fifty states and territories was asked to nominate books for inclusion in this collection. Their nominations were then submitted to an Advisory Board of literary authorities entrusted to make the final selections. The nation is indebted to this group, particularly those scholars whose names appear in the enclosed prospectus, for making possible this important Bicentennial commemorative.

The American Revolution Bicentennial Administration has authorized The Franklin Library to publish this national commemorative collection in a limited leather-bound edition. So that this Bicentennial recognition of the 100 greatest books may be shared by students and others unable to purchase the complete limited edition collection, some of these books may later be individually published in cloth or paper bearing the national Bicentennial symbol.

The enclosed prospectus from The Franklin Library describes this series in detail, and explains how you may enter a subscription if you wish.

In the spirit of '76,

A handwritten signature in cursive script that reads "John W. Warner".

John W. Warner
Administrator

JWW:lto



THE FRANKLIN LIBRARY

FRANKLIN CENTER, PENNSYLVANIA 19081



Dear American Express Cardmember:

In honor of America's 200th anniversary, we will soon begin publication of the most important book collection in our nation's history.

This collection -- The 100 Greatest Masterpieces of American Literature -- is being published by The Franklin Library under the auspices of the American Revolution Bicentennial Administration, which was established by Act of Congress to aid in the observance of the Bicentennial of the United States.

The publication of this collection is an extraordinary undertaking in every sense. It began when the Honorable John W. Warner, Administrator of the American Revolution Bicentennial Administration, called upon major universities in every State and the U.S. territories to nominate the one hundred greatest American books. The nominations made by these distinguished universities were then submitted by Mr. Warner to a specially empanelled Advisory Board of leading scholars and literary authorities who made the final selection of the books.

The collection consists of the greatest masterpieces of literature written by American authors since our nation began. It includes novels of monumental scope and significance. Biographies of some of the greatest men and women of the past and present. Historical works that trace stirring events of America's past. Poetry. Drama. Short Stories. Essays ... The literary heritage of our nation, as reflected in its greatest books.

To produce this collection in a form worthy of its importance, The Franklin Library will create a special edition of each of the one hundred masterpieces of literature -- and will issue them on a convenient monthly basis. Each volume will be custom designed by a prominent book designer. Each book will be bound in the finest of leather and embossed in 22 karat gold, with gold page edges and endsheets of fine moiré fabric. And the books will be illustrated with original works of art by leading artists of today, as well as works by great masters of the past.

Therefore, the books in this collection will be totally distinctive in every respect -- individually designed and entirely different from any other editions of these books ever published before. And even the sizes of the books will vary throughout the collection. Thus, this limited edition book collection will have a luxurious quality normally found only in the private leather bound libraries of knowledgeable collectors.

The 100 Greatest Masterpieces of American Literature will be published in strictly limited edition, and the books will be privately printed solely and exclusively for those who enter direct subscriptions for the series. None of

(over)

these leather bound volumes will be available through bookstores, either singly or as a collection. The only way they can be acquired is by entering a direct subscription for the collection. Moreover, this will be the only complete collection of The 100 Greatest Masterpieces of American Literature that will ever be published.

The issue price for each custom-designed, leather bound book will be just \$35, a very favorable price when you consider that most leather bound books today are priced at \$60 to \$80 each. As a subscriber, moreover, you will be guaranteed the same issue price for each book in the complete collection. This is a most valuable guarantee, especially in view of persistent inflationary pressures and the long-term upward trend in the costs of leather and of publishing.

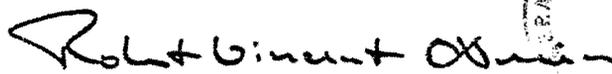
You will have the right to cancel your subscription at any time by giving thirty days' written notice. However, it should be understood that if you do cancel, you will forfeit forever the opportunity to acquire the complete collection of these magnificent leather bound books at the original issue price.

You are among the first to be invited to subscribe to The 100 Greatest Masterpieces of American Literature, and your application should be mailed no later than May 20, 1976. A final announcement of the series will be made in a few weeks, after which the subscription rolls will be permanently closed. Thereafter, this extraordinary leather bound library of America's most outstanding books will never be offered again.

Thus, you have the rare opportunity to own an impressive private library of the greatest books in American history. Books that have stood the test of time. Books that together comprise the rich literary heritage of our nation. A superb leather bound library undertaken on the occasion of our nation's 200th anniversary. Such a collection will most assuredly be one of your family's most prized possessions. Moreover, it will be a meaningful and lasting collection of the books that have helped shape the very course of our great nation.

To subscribe for this historic collection, you need only mail the accompanying application form promptly. No advance payment is required with your application. As an American Express Cardmember, you will enjoy the exclusive privilege of having your books charged directly to your American Express Card account, individually, after each has been sent to you on a monthly basis. But it is important to remember that your application should be mailed by May 20, 1976.

Sincerely,



Robert Vincent O'Brien
Publisher

