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August 24, 1974

FOR: Jerry terHorst

FROM: Phil Buchen

**SUBJECT: Naming public buildings or projects after
President Ford at this time**

Due to an interest by the people of Kent County to name the airport there after the new President, a policy should be adopted as to whether such use of his name should be permitted.

My recommendation is that we should discourage the people of Kent County through a call to Britt Gordon and that we should have as a regular policy that no buildings or other public facilities be named after President Ford at this time.

PWBuchen:ed



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PWBuchen:ed



8/29/74

To: Mr. Marsh

From: Eva

Mr. Buchen suggested we should refer this to you since you are handling veterans affairs.

I called Eliska and advised her of this so she is aware you will be responding.

Thanks.



THE WHITE HOUSE

WASHINGTON

August 29, 1974

MEMORANDUM FOR: PHILIP BUCHEN

FROM: DUDLEY CHAPMAN *DC*

SUBJECT: Presidential Memberships and Endorsements; and Use of the President's and First Lady's Name and Likeness

This memorandum responds to (1) your request for a memorandum on policy toward memberships generally, and (2) your question whether there is any legal way that use of the President's name for an airport, etc., can be barred. The answer to the second question appears to be no, as explained in part II.

I. Memberships and Endorsements

A. General Policy to Decline All Offers. As a general rule, requests to join organizations or endorse causes or organizations have been declined on the ground that the President receives so many requests "of this kind" that the only fair course is to decline them all. The words "of this kind" provide a hedge to distinguish the few that he does accept.

Many honorary memberships are offered, as to which it is not clear that acceptance is required, and so the President's declination may not always deter the use of his name. Nonetheless, the practice has been to decline acceptance in a form letter of which the following language is typical:

"The President appreciates your kindness in sending him an honorary membership card of the _____.

"While it is not possible for the President to accept membership in your organization or participate in its activities, he would like to keep the card as a token of your thoughtfulness.



"With the President's gratitude for your kind expression of support, and with his best wishes to you and your associates.

Sincerely,

"

The reason for retaining the cards and certificates is (1) to avoid a seeming slap in the face by saying no and sending it all back, and (2) the human interest value in the accumulation of such tokens.

B. Exception for Public and Quasi-Public Organizations.

Presidents have traditionally consented to honorary titles and patronage of official and quasi-official organizations. Examples include the American National Red Cross, the United Fund, the United Nations Association, the Boy Scouts of America, and the like.

C. Other Exceptions. Some organizations have some personal attraction for the President, such as civic organizations in his home town, or some in which he held memberships before becoming President.

D. Fund Raising and Commercial Offers. Solicitations of support for fund raising is rejected as a matter of principle, though, again, with exceptions for certain public and charitable causes such as the March of Dimes, United Fund and the Schweitzer Hospital. All commercial offers are declined as inappropriate for an incumbent President.

E. Legal and Administrative Aspects. No legal bar to the President's lending his name to an organization or cause is known. The only legal standard involved is that prescribed for the White House staff which bars lending an official's name to the private enrichment of anyone. Otherwise, the matter is discretionary.

The Counsel's office in the last administration at first asked that all memberships and endorsements be referred here for decision and a more or less complete record of all such actions was kept here. At first, however, the policy of declining virtually all offers had not been adopted and many were accepted during the first year on an ad hoc basis that would later have been rejected. The change in policy removed much of the reason for having these referred to the Counsel's office.



When I succeeded to this function about a year ago, I requested that we no longer be sent all such requests, but only those not answerable by a form letter of rejection. We therefore do not have a complete record of such requests, but the correspondence unit should have.

I also changed the earlier practice of responding to such letters directly from this office, and instead provided draft replies to the correspondence unit in those cases where they needed special guidance. In most cases correspondence can issue a form reply on the basis of the policy guidance described above. The reasons for this change in practice were (1) to minimize direct response to citizen mail from the counsel's office, and (2) to limit our responsibility to the substantive questions and leave to correspondence the drafting of an appropriate reply. Under this arrangement, correspondence is the only office to receive all such requests and I understand from Roland Elliott that they are now maintaining the master list of these for President Ford.

II. Use of the President's and First Lady's Name or Likeness

No federal statute bars the use of the President's name except in cases of fraud, which is true of any federal official. There would thus be no legal bar to use of the President's name for a park or airport. Persuasion could be effective and ought to be tried in such cases.

In connection with advertising and commercial products the Council of Better Business Bureaus (CBBB) publishes the following guidance on the instruction of this office:

Section 2, paragraph 236 - Use of President's Name or Likeness. The White House is adhering to a long standing policy of refusing permission to use the name or likeness of the President of the United States or of the First Lady, in advertising or commercial promotion in any way that suggests a connection between the President or First Lady in such advertising or promotion, notwithstanding the merits or reasons that accompany the request. The reproduction of the President's or First Lady's name or likeness for sale as such, or inclusion in an educational game, book, collection of portraits and/or biographies shall not be considered advertising or promotion if there is no indication or suggestion of endorsement or approval by the President or First Lady of a commercial product, service or enterprise. Examples



of permissible uses would be distribution of a series of Presidential likenesses in statuary, medals, photo albums, games, or cards suitable for display or collecting.

The Counsel to the President has advised CBBB that exceptions to this rule which has been adhered to by all Presidents can be granted only after a request in writing has been submitted to and approved by the Counsel to the President.

The policy applies with equal force to the use of the name or likeness of the President, or of the First Lady, for any promotion or similar publicity purposes. The only instances where permission has been granted have been in connection with fund raising campaigns sponsored by the Federal Government or conducted under government auspices, such as those of the American National Red Cross. Even for such occasions, no over-all permission is granted. Each individual case must be brought to the attention of the White House for approval and such exceptional cases could be considered only on their individual merits.

Exceptions may also be made with respect to advertisements promoting books or articles about the President or authored by him or radio-TV programs featuring him, but only if such advertisements are submitted to the Counsel to the President for approval in advance. This procedure must also be followed in connection with similar advertisements proposing to make use of the name or likeness of the First Lady.

236a. It is not permissible to use the Seal of the President of the United States in advertising copy. Counsel has advised that the present policy is that the Seal is personal to the President and may never be used except where it will be identified exclusively with the President.

Recommendations. CBBB recommends to advertisers and advertising agencies that if any use of the President's name or likeness or that of his family, office, or staff or of the Presidential Seal is contemplated for advertising or commercial purposes, it be submitted in advance to the Counsel to the President for approval.

CBBB recommends to media that it require all advertisers offering advertising which uses the name or likeness of the President, his office, Seal, or staff, or any member of his family, to submit evidence of authorization of such use.



I received a call from the CBBB this week asking whether there should be any change with the new Administration, and told him to retain the present wording until he is advised otherwise.

The federal trademark law prohibits the use of any living person's name, or that of a deceased president, in a trademark. This, of course, is too narrow to be useful in most cases, for which there is no legal remedy unless fraud can be shown. Fraud could probably be shown in most cases if the above quoted rule for advertisers is violated.



8/29/74

To: Mr. Marsh

From: Eva

Mr. Buchen suggested we should refer this to you since you are handling veterans affairs.

I called Eliska and advised her of this so she is aware you will be responding.

Thanks.



THE WHITE HOUSE
WASHINGTON

August 28, 1974

MEMORANDUM FOR MR. BUCHEN

SUBJECT: United Veterans Council
of Philadelphia - 25th
Anniversary Dinner

Traditionally, local events such as this would warrant a message on behalf of the President from Administrator of Veterans Affairs, Richard Roudebush.

Would the President want to make an exception in this case and send a message over his signature since FBI Director Clarence Kelly is receiving the Council's Distinguished Public Service Award?

Roudebush message _____

Ford message _____

Thank you.

Eliska
Eliska Hasek

Att.



11-11-74
United Veterans Council of Philadelphia



Box 1497

Philadelphia, Pa. 19105

25th ANNIVERSARY

COMMANDER
er J. Knight, Jr.
C. Veterans of Foreign Wars

VICE COMMANDERS
les A. Burns
C. American Legion

les F. Duld
resident NERA

rico D. DiLoretto
omdr. First District, VFW

ADJUTANT
is M. Kanfer
C. Jewish War Veterans

FINANCE OFFICER
uel J. C. Greene
County Commander, A.L.

HAPLAIN
Wm. A. L. Clay
lain, P.D.V.A. Elks'

ERGEANT-AT-ARMS
klyn J. Lichty
Commander, Retreads, Inc.

JUDGE ADVOCATES
elb, Esq.
County Commander, J.W.V.

William J. Lederer
Commander, U.V.C.

5th ANNIVERSARY
COORDINATOR
is J. Lederer
ETS

RGANIZATIONS
ican Legion
ETS
ed Veterans Assoc.
blic War Veterans
-Burma-India Veterans
Guard League
led American Veterans
Employees Vets. Assoc.
Reserve Association, Inc.
h War Veterans
n of Honor
e Corps League
e Corps Reserve Officers Assoc.
ry Order of Purple Heart
ipal War Veterans
Indian War Veterans
Enlisted Reserve Assoc.
uard City of Phila.
uard (State of Fencibles)
opt. of Veterans (Elks)
Legion American Vets.
Army Vets. Assoc. of America
d Officers Assoc. Phila. Chapter
ads, Inc.
ouncil, Reserve Officers Assoc.
y of the 28th Division
h American War Veterans
ubmarine Veterans (WWII)
ins of Foreign Wars
ins of WWI, U.S.A.
F.A. - 79th Division

August 20, 1974

Honorable Gerald R. Ford
President of the United States
The White House
Washington, D.C. 20001

Re: United Veterans Council
25th Anniversary Dinner
November 11, 1974
Philadelphia, Pa.

Dear Mr. President:

On the evening of November 11, 1974, the United Veterans Council of Philadelphia will hold its 25th Anniversary Dinner at the Bellevue Stratford Hotel in Philadelphia.

Clarence M. Kelley, the Director of the Federal Bureau of Investigation, will receive the Council's Distinguished Public Service Award on that evening. We will also honor the late Richardson Dilworth with an award to be accepted by his widow Mrs. Dilworth, among other distinguished citizens receiving awards.

We would consider it a great favor and privilege if the President would honor us with a message and photo to be inserted in our program book for that evening.

Your prompt attention would be very much appreciated. Thank you.

Respectfully yours,

Francis J. Lederer
25th Anniversary Coordinator



OFFICE
MAIL

FJL:hlf

1974 AUG 25 AM 9 17

P.S. Kindly send all replies to Publication Office, Cloverdale & West Chester Pike, Upper Darby, Pa. 19082, by September 16, 1974.

file - membership
September 4, 1974

Dear Lisa:

The President has asked me to thank you for your message. You may be sure he greatly appreciated your interest, but because he receives so many requests to sponsor various events it is impossible for him to comply with them. He knows you will understand.

With the President's best wishes,

Sincerely,

Roland L. Elliott
Special Assistant
to the President

Miss Lisa Denaburg
325 Eutaw Court
Indian Harbor Beach, Florida 32937

cc: Office of the Legal Counsel.

olk



*eva -
do we need
action on this
memo*

Friday 9/6/74

Meeting
9/6/74
3:45 p. m.

3:45 Michael Radock met with Mr. Buchen at 3:45 on Friday 9/6 ----- he brought with him a folder of pictures taken when the President spoke at the University of Michigan on May 4, 1974.

(He had been in Washington attending a meeting of Senator Hatfield's Presidential Inaugural Committee.)

Wanted to discuss the Gerald Ford Scholarship which the University has set up; after meeting with Mr. Buchen, he met with Bill Casselman.



Plum

Wednesday 9/11/74

De

2:40 Bob Marik said one of his people is in San Clemente with the President's knowledge trying to help expedite the transition, etc., re performing services for President Nixon. One item that is holding up things is an emblem on the stationery.

Advised that Col. Joulwan had sent us a memo and that you had indicated you would be talking with Casselman about it ---- so Marik was going to check with Casselman.



Wednesday 9/11/74

9:55 Neta in Mr. Hartmann's office was asking for a legal opinion.

Can replies to congratulations letters be sent out through the White House mail room -- or should postage be paid by the sender?



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 11, 1974

MEMORANDUM FOR: PHILIP BUCHEN
FROM: WARREN RUSTAND
SUBJECT: Medal of Freedom for Alexander Calder

I would appreciate your advice and recommendation on the attached.

Thank you.



*Even
this is file copy
for "Specializing Requests"*

encl.

127-118-111

T/D
SCHEDULE NO.
DATE RECEIVED
SEP 6 1974
MESSAGE
SPEAKERS BUREAU
OTHER
September 2, 1974 OFFICE

R6

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

Dear Mr. President:

The entire Mulnix family sends you our heartfelt congratulations and hopes and prayers for the months and years ahead. With you as our president, we are again what America was meant to be. I have not felt so secure about our country and its future since Ike was in the Oval Office. Thank God you are there now!

Two years ago you helped me nominate Alexander Calder for the Presidential Medal of Freedom. At the last moment, the consideration of its presentation was withdrawn by the White House.

Alexander Calder is 76 years old now - and I want more than anything in the world to have you award him his country's highest civilian honor. Please, Mr. President, he is worthy beyond a doubt, and it would be so timely.

Sandy and Louisa will be in New York during the entire month of October. His only definite plans include the opening of his show at the Perls Gallery on Oct. 9th and the dedication of two new pieces in Chicago on Oct. 25th. One of the Chicago pieces is a large stabile for the new Federal Building.

I know October is short notice, but it is the only time the Calders will be home. If you were to present the award to this man, who many consider the greatest American artist of this century, I know he would accept it with great pride and humility.

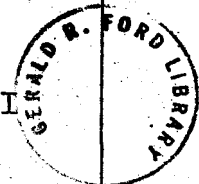
Again, Lee and I and our children send you our very best wishes!

Sincerely,

Nancy

Mrs. LeVant Mulnix, III

127 Mercer Drive SE
 Grand Rapids, Michigan 49506
 (616) 458-6249



Remarks by Gerald R. Ford at the dedication of the Grand Rapids Calder, LA GRANDE VITESSE, on June 14, 1969.

"Naturally I am delighted to be home and to participate in a very small way in this very auspicious occasion for our community. This is a great occasion for Grand Rapids, Kent County, and this part of our state. It is a great occasion not only because the stabile by Alexander Calder is truly monumental, as I understand it, the largest Calder in the western hemisphere. It is a dramatic and significant moment for our community because it illuminates our city in the eyes of each and every one of us even though some of us are not as knowledgeable as many others in this particular field. But it is not only an illumination in our eyes, but in the eyes of the people in the state and the nation.

I think we treasure this moment because this gigantic work comes to us as a flowering of an exulted mind. Art gives quality to life. And so it is that this sculpture dedicated here today raises the quality of life in our community. It speaks to us in the fundamental truth of human existence: that man is a being with noble aspirations and high ideals. For in creating this stabile which now graces Vandenberg Center, Alexander Calder has imparted to us and to all who may gaze upon his work, the best and highest feelings of which man is capable.

This is the work that proceeded from a beautiful incentive, that of bringing forth the spirit of a city, to make metal and to shape it into a form that speaks from one man's soul to the soul of others.

As the novelist Joseph Conrad expressed it, "The artist speaks to our capacity for delight and wonder, to the sense of mystery surrounding our lives, to our sensitivity to beauty and pain." The dedication of this sculpture today brings a new dimension to our lives here in this part of Michigan. I think it leaves with us a deep sense that everything passes; that art alone is eternal.

Thank you."



the President. Best Regards - F.D.

Almost quit the team



JERRY FORD and former teammate Willis Ward reminisced in the 1950s. (Picture courtesy of the Michigan Chronicle)

broke suddenly over the Michigan campus early that week after Michigan had lost its first two starts to Michigan State and Chicago. The Michigan Daily, student newspaper at the U-M, cried, "Exclusion of Willis Ward is Protested. Demand Cancellation of Georgia Tech Game if Ward is Benched," as it reported circulation of student and faculty petitions, opposed to this flagrant discrimination.

But those were different times, and it all came to naught—except in men's minds. Who was to know that 40 years later Willis Ward would be a Wayne County probate judge, after serving previously as chairman of Michigan's Public Service Commission, or that one of his senior teammates would in 1974 be sworn in under historic circumstances as the 38th president of the United States?

(Judge Ward: "We have corresponded quite often through the years. Jerry is one of the few I would allow to call me 'Willie.' We have been 'Jerry and Willie' all the way through.")

As you can guess, Ward watched the Georgia Tech game from the press box. In Ford's own sense of fairness, it should be recalled here, too, that Tech's fair-minded coach, the late Bill Alexander, obviously at odds with his own administration, also kept Tech's outstanding end, E.H. Gibson, out of the contest.

To report that Michigan won, 9-2, for its only 934 victory seems ludicrous in retrospect for

those of us who were part of the drama. Our new president got little public attention that fall, as is the wont of 60-minute centers, but when the final game came along, Michigan Daily Sports Editor Art Carstens wrote, "Jerry Ford is described by the team physicians as 'having enough injuries to keep three men out' but will start at center."

When the season was all over, it was Ford who was picked by his teammates as the most valuable player of them all—sort of a forerunner, if I may be permitted—to the way Congress reacted to the possibility of Jerry Ford as vice president several months ago.

President Ford hardly draws huzzahs from the black press for his voting record on civil rights issues during his career in Congress. That "it leaves much to be desired" is about the best the current edition of the Michigan Chronicle, Michigan's foremost black weekly, can say about that record.

But the Chronicle also adds: "Now that the buck stops at his desk, perhaps his judgment will achieve the statesmanlike quality in keeping with his newly gained position as the representative of all the people all of the time. He has the best wishes of a nation that hungers for a touch of honor in the nation's highest office."

(Judge Ward: "He's a conservative; he had to be to be elected to Congress for 25 years in that Grand Rapids district. His voting record makes it appear—APPEAR—as not decent to the colored man, but Jerry may be like Lyndon Johnson as a president who lets his basic decency come through. It will disappoint and surprise me if it doesn't come through. I'm optimistic. It's there in Jerry and I have great hopes as to his civil rights attitudes.")

Last week, as he addressed Congress and the nation for the first time as our president, Mr. Ford said, "We have a lot of work to do, let's get on with it."

I doubt that the line was original to his ascendancy to the presidency. I have a notion he used it on Ferry Field 40 years ago, where Willis Ward may have been the unrealized symbol of his day for "communication, conciliation, compromise and cooperation," and for "reason and fairness" for the whole world.



Policy

September 13, 1974

Dear Mr. Heffner:

Your letter of September 3, 1974 to the President was referred to me. I am certain that the President appreciates your kind offer to include his August 9th address in the revised edition of "A Documentary History of the United States". The address of the President may be reprinted under the circumstances which you describe.

Thank you for your expression of good wishes to the President.

Sincerely,

Philip W. Bushen
Counsel to the President

Mr. Richard D. Heffner
Motion Picture Association
of America, Inc.
522 Fifth Avenue
New York, New York 10036



MOTION PICTURE ASSOCIATION
OF AMERICA, INC.

522 FIFTH AVENUE
NEW YORK, NEW YORK 10036
(212) 867-1200

8480 BEVERLY BOULEVARD
HOLLYWOOD, CALIFORNIA 90048
(213) 653-2200

Richard D. Heffner
Chairman

Code and Rating Administration

JACK VALENTI
.....
President



September 3, 1974

The Honorable Gerald R. Ford
The White House
Washington, D. C.

Dear Mr. President,

It has been a long time since you so kindly participated as a Resource in my Executive Seminar at the Aspen Institute for Humanistic Studies in January 1964. And, as you know, I have always been grateful to you for your kind assistance -- directly, and through Don Rumsfeld -- when I have been engaged in one or another public service project.

Now, I want to join my voice to those of all Americans who wish you well in the great work you have undertaken. Whatever any and every American can do to foster our mutual objectives and aspirations should be at your command ... and is.

As University Professor of Communications and Public Policy at Rutgers, and as Chairman of this film classification system, I would like you to know that I admire greatly your initial venture as President of the United States, and hope that you will call upon me if ever I can be of assistance to you.

Immediately, I should like to ask your indulgence in indicating whether I might, with your permission, include your August 9th address to the nation in the new revision of my A DOCUMENTARY HISTORY OF THE UNITED STATES. In the past, you have generously commented on this volume, and I hope that you will feel it appropriate for me to include your First Inaugural Address among the others that have made our history from other great Presidents from Washington through the twentieth century.

Sincerely,

RICHARD D. HEFFNER

RDH/gw



This was answered

*encl
Philip Ruckman*

THE WHITE HOUSE
WASHINGTON

September 17, 1974

MEMORANDUM FOR: PHIL BUCHEN
FROM: DUDLEY CHAPMAN *DC*
SUBJECT: Response to Congratulatory Mail

Counsellor Hartman's office inquired whether it would be proper to answer congratulatory mail to him using government paid postage. Since the correspondence was received by him in connection with his official duties, the use of government mail privileges is proper.



Wednesday 9/11/74

9:55 Neta in Mr. Hartmann's office was asking for a legal opinion.

Can replies to congratulations letters be sent out through the White House mail room -- or should postage be paid by the sender?



Blackwell
Don

9/17
sent to
Mildred
Leonard

August 30, 1974

Mr. Phil Buchen
of The Office of the President
The Honorable President Ford
The White House
Washington, D.C.

Dear Mr. Buchen:

For a collection of Presidential
memorabilia on our new President
Ford, might you or your office staff be
so very generous to help me with my
educational collection on President Ford?

Might you have any duplicate
revenue items of any thing that has any
bearing to the time, when President Ford was your
law partner, etc. Any letter etc, you could
make a photo-copy print of, bearing the President's
name on your law firm's "letter-head" etc.

See, any interesting photographic prints of
you and Pres. Ford together years ago, or any items
you may be able to locate from the President
or his Presidential staff will be so very deeply
and very sincerely appreciated.



Any such, Vice Presidential, or Presidential
"souvenir items will be very helpful.

My collection was started as a hobby in 1957, after
an illness, and has grown so, that it will be
left the student library college study rooms for
student and public view.

Often Presidents have granted, playing cards,
with their name, ball point pens bearing their
signature, cuff-links, tie-bars, etc, and I have
items from when, Mr. Nixon was with the
law firm in New York in the 60's so any tie-
in items will be so deeply appreciated

With sincere thanks for any generous kindness
or interest granted,

Sincerely,
Don Blackwell

P.O. Box 2702 - Star, D.
Fort Wayne, Indiana 46808



9/17/74

To: Warren Rustand

From: Jay French

Re request of Sons of the
American Revolution to present
membership and gift.



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 14, 1974

MEMORANDUM FOR: → PHILIP BUCHEN
WM. CASSELMAN

FROM: WARREN RUSTAND

SUBJECT: Sons of the American Revolution
Request to present Membership and Gift

I would appreciate having your comments and recommendation on both the membership and gift suggestion.

Thank you.

Warren —
Generally, the President accepts ^a limited number of memberships/ chairmanships. These organizations are pretty well set, eg. Boy Scouts, et al. Therefore, we advise against acceptance unless of course the President would like to —
Shortly Mr. Buchen will probably discuss a list of proffered memberships with the President so, you might want to hold up.

As to proclaiming figurine, the President could accept this gift ~~on~~ behalf of the American People but not personally.

Please let us know what action is taken

Jay



THE WHITE HOUSE
WASHINGTON

September 5, 1974

*Week of 23rd 5mm
WSR*

TO: WARREN RUSTAND
FROM: MILDRED LEONARD
RE: APPOINTMENT WITH THE PRESIDENT.

Don Baldwin phoned today to advise that the Sons of the American Revolution would like to personally present the President with his certificate of membership together with a personal gift to him.

Gift is a bisque porcelain figurine depicting the signing of the Declaration of Independence and is valued at \$4,000.

Would like to have following people make presentation:

- (1) Dr. M. Graham Clark, National President General of SAR and President of College of the Ozarks
- (2) Mr. Marion H. Crawler, immediate Past President General of SAR and an attorney in Detroit, Michigan.
- (3) Dr. Warren Woodward, Executive director SAR.
- (4) Mr. Don Baldwin -prominent Virginia Republican well known to President.

Mr. Baldwin arranged for the President's membership.
Mr. Baldwin's phone is 223-6850



THE WHITE HOUSE
WASHINGTON

September 17, 1974

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FROM: DUDLEY CHAPMAN *dc*
SUBJECT: Response to Congratulatory Mail

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THE WHITE HOUSE
WASHINGTON

Pass to Dudley
Chapman for answer
first ~~memo~~ by call
to Neto & then
confirmation with
copy to me.

P.



9/17
advised
Neto
that it was
OK

Wednesday 9/11/74

9:55 Neta in Mr. Hartmann's office was asking for a legal opinion.

Can replies to congratulations letters be sent out through the White House mail room -- or should postage be paid by the sender?



THE WHITE HOUSE
WASHINGTON

Jell

Mr. Buchen:

I have given
a copy to
Neta, who
had inquired

J
60a



THE WHITE HOUSE

WASHINGTON

September 17, 1974

MEMORANDUM FOR: PHIL BUCHEN

FROM: DUDLEY CHAPMAN *dc*

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9/27
2:20

THE WHITE HOUSE
WASHINGTON

Barry ^{Roth} said

LA is getting
anxious — they
need to go to the
printer soon.

also will mail the
letters to Mayors &
get them to the right
people

Chris' office will let us
know when they're signed



THE WHITE HOUSE

WASHINGTON

September 18, 1974

MEMORANDUM FOR: The President

THROUGH: Philip W. Buchen *PWB.*

FROM: William E. Casselman II *WC*

Attached are two letters for your signature to Lord Killanin, President of the International Olympic Committee, inviting the IOC to hold the 1980 Winter and Summer Olympiads in Lake Placid, New York and Los Angeles, respectively. It is a traditional practice for each President to send such letters. Although President Nixon did send similar letters, it is felt that you should reissue these invitations on behalf of the United States. The IOC meets on October 23 in Vienna to select the 1980 host cities. The letters have been approved by Mike Harrigan.

Enclosures



THE WHITE HOUSE
WASHINGTON

September 19, 1974

Dear Lord Killanin:

In continuation of the support expressed by my predecessor and on behalf of the American people, I cordially invite the International Olympic Committee to stage the XIII Olympic Winter Games at Lake Placid, New York.

As a small, mountainous, winter sports community, and as the site of the 1932 Winter Games and numerous world championships, Lake Placid has both the rich tradition and demonstrated ability to conduct the 1980 Winter Games with quality and distinction. Its invitation is extended with full awareness of the heavy responsibilities involved in an international event of this stature.

I also want to be very clear that the unfortunate misunderstandings that surrounded the application of Denver, Colorado, to be the host city for the 1976 Winter Olympic Games do not indicate any less of a desire on the part of the United States to host the Olympic Games in the future.

I take special pride, therefore, in extending to you and all the men and women of the Olympic movement a welcoming hand and the warm hospitality of the people of the United States for winter competition at Lake Placid in 1980.

Sincerely,

Lord Michael Killanin
President
International Olympic Committee
Chateau de Vidy
Lausanne, Switzerland



THE WHITE HOUSE

WASHINGTON

September 19, 1974

Dear Lord Killanin:

In continuation of the support expressed by my predecessor and on behalf of the American people, I cordially invite the International Olympic Committee to stage the Summer Games of the XXII Olympiad at Los Angeles, California.

As one of the United States' largest cities, renowned for its civic interest in and facilities for sports, and as the site of the 1932 Summer Games, Los Angeles has both the rich tradition and demonstrated ability to conduct the 1980 Summer Games with quality and distinction. Its invitation is extended with full awareness of the heavy responsibilities involved in an international event of this stature.

I also want to be very clear that the unfortunate misunderstandings that surrounded the application of Denver, Colorado, to be the host city for the 1976 Winter Olympic Games do not indicate any less of a desire on the part of the United States to host the Olympic Games in the future.

I take special pride, therefore, in extending to you and all the men and women of the Olympic movement a welcoming hand and the warm hospitality of the people of the United States for summer competition at Los Angeles in 1980.

Sincerely,

Lord Michael Killanin
President
International Olympic Committee
Chateau de Vidy
Lausanne, Switzerland



September 20, 1974

Dear Mr. Howe:

This is in reply to your letter of August 12, 1974, in which you solicited the participation of the President as a member of the Board of Contributing Editors for the 1974-75 edition of "Who's Who Among American High School Students."

For the same reasons articulated in a letter dated July 25, 1974, from Mr. Casselman to Mr. Krouse, the publisher of "Who's Who," the President must decline your invitation to participate.

Sincerely,

Philip W. Buchen
Counsel to the President

Mr. Jonathan T. Howe
Jenner & Block
One IBM Plaza
Chicago, Illinois 60611

WILLIAMS:emw



GENERAL

ENDORSEMENT REJECTION
KROUSE, PAUL C., Mr.
CFRON - Casselman

July 25, 1974

Mr. Paul C. Krouse
Publisher
Who's Who Among American
High School Students
540 Frontage Road
Northfield, Illinois 60093

Dear Mr. Krouse:

This is in response to your recent letter to the Vice President requesting a photograph and article for publication in Who's Who Among American High School Students.

In order to assure fairness to all groups, the Vice President has set a general policy of refraining from endorsing any organization or program other than those with which the Vice President is affiliated by statute, or with which the Vice Presidency has traditionally been associated.

I regret, therefore, that the Vice President is unable to provide you with an article, and must withdraw his permission to use his name in association with Who's Who Among American High School Students. Please be assured that this action is meant in no way to reflect upon the merits of your effort.

Sincerely,

W

WILLIAM E. CASSELMAN II
Legal Counsel to the Vice President

TBO'Rourke:bw 7/25/74

TBO'Rourke:bw 7/25/74



LAW OFFICES

JENNER & BLOCK

ONE IBM PLAZA

CHICAGO, ILLINOIS 60611

(312) 222-9350

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 SUZANNE M. BODEN

August 12, 1974

George Skiff
William

The Honorable Gerald R. Ford
 President
 United States
 The White House
 Washington, D.C.

Re: "Who's Who Among American High School Students"
 Educational Communications, Inc.

Dear President Ford:

We are delighted that the edition for the 1973-74 academic year is about to be completed and distributed. My client, Educational Communications, Inc. was most honored to have you included as a member of the Board of Contributing Editors for this year. We would like to invite you to again participate as a member of the Board of Contributing Editors for the 1974-75 edition. For your information, we have enclosed a copy of the Report to Contributing Editors for this year as well as a recent informational piece on ECI and the Board.

Again, on behalf of my client, we want to thank you for your patience, contribution and continuing interest in the youth of America.

Sincerely,

Jonathan T. Howe
 Jonathan T. Howe

JTH/dk
 encls.



9/21/74

**To: Robert R. Snow
Agent in Charge
Technical Security Division**

From: Phil Buchen

(Approved as requested)



Eva ———

send over

to Snow

keep a copy

J



Snow -

Commission

books - signed
by Pres - 21 -

those signed by
individual - 62 -

R Parker





THE DEPARTMENT OF THE TREASURY

UNITED STATES SECRET SERVICE

WASHINGTON, D.C. 20226

September 17, 1974

OFFICE OF THE DIRECTOR

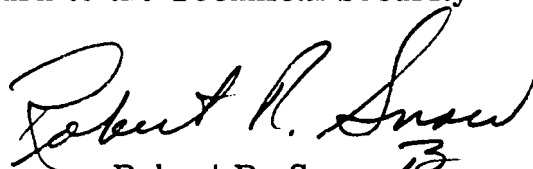
MEMORANDUM TO: Mr. Philip W. Buchen


FROM: Robert R. Snow
Special Agent in Charge
Technical Security Division

SUBJECT: White House Identification Books

The White House Identification Books issued in the names of Robert J. Dunn and David N. Parker have been surrendered to this office. These books were returned at the time Messrs. Dunn and Parker terminated employment in the White House Complex.

Mr. Dunn and Mr. Parker have requested that the Books be marked CANCELLED and returned to them as a memento. Would you kindly indicate below the action to be taken on their requests, for return to the Technical Security Division.


Robert R. Snow ¹³



Approved

JTF

for PWB

Disapproved

