

The original documents are located in Box 45, folder “President - Endorsements (1)” of the Philip Buchen Files at the Gerald R. Ford Presidential Library.

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THOS. E. ARMSTRONG

99 MORAN ROAD

GROSSE POINTE FARMS, MICHIGAN 48236

to Jerry

1148
1125

The Hon. Philip W. Buchen
The White House
1600 Pennsylvania Avenue N.W.
Washington, D.C. 20006

Dear Mr. Buchen,

I have written a patriotic book about the American Flag, which I expect to have published shortly before the commencement of the Bicentennial Year.

The purpose of this letter is to ask you to make a judgement and, hopefully, recommend that the President honor the book and its purpose by subscribing its Foreword. I believe that his intense patriotism would incline him to give it his complete endorsement.

The book is entitled "Show Your Colors!" and is subtitled "1776 Good Reasons You Can be Proud to Fly the Flag Every Day of the Year" (which, incidentally, I believe an appropriate thing for all of us to do during 1976, by Presidential Proclamation).

The content of the book consists of the Foreword, an Introduction which dwells briefly on some of the lore of the Flag and its history, followed by full color illustrations and captions of 100 Flags of America, from colonial times to the present. The main thrust of the book is a day-by-day, date-by-date chronology of all of the events in America's history which relate to the Flag, arranged by the days of the year, from January 1 to December 31.

Each day of the year has its memorable events in our history. For example, let's take (not too arbitrarily) August 9th.

On August 9, 1814 in the War of 1812 the British fleet bombarded Stonington, Connecticut; in 1815 Steven Decatur signed the peace treaty ending the Barbary Wars with Tripoli; in 1862 the North and the South fought the Battle of Cedar Mountain in Georgia; in 1898 the Americans defeated the Spaniards in the Battle of Coamo in Puerto Rico; in 1942 the Japanese attacked American positions on Guadalcanal in the Battle of Savo Sound; in 1944 the U.S. recaptured Guam; in 1945 the second atomic bomb effectively ended World War II over Nagasaki, and on

U.S. GOVERNMENT PRINTING OFFICE: 1964 O - 288-000

August 9th of 1974 Gerald M. Ford was sworn in as the 38th President of the United States.

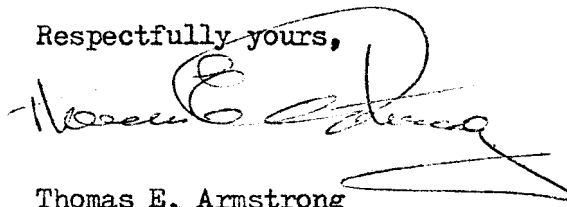
There is, literally, an excellent reason to fly the Flag every day of the year.

Naturally, Mr. Buchen, I wouldn't expect you to recommend nor President Ford to subscribe to anything, regardless of its apparent content, without first examining it in detail. Therefore, I would be privileged to submit it, either in manuscript or later in press proofs.

A copy of the proposed Foreword to the book is attached. While in its present wording it sets the tone for the book which follows, it could and certainly should be modified to truly reflect the President's personal feelings.

Thank you for taking the time to consider this somewhat unusual request. I look forward, expectantly, to your answer.

Respectfully yours,

A handwritten signature in cursive script, appearing to read "Thomas E. Armstrong", written over a horizontal line.

Thomas E. Armstrong



FOREWORD

If you grudgingly unfurl Old Glory only on Memorial Day and the Fourth of July - or worse, look on flying the Flag as blatant chauvinism, this book is probably not for you. But if, on the other hand you, like I, take a certain fierce pride in your Country for its virtues and in spite of its faults, you may well come to use this book as a journal of sorts.

It is not intended to be a history of the American Flag, but you will find much of the Flag's history herein. Nor is it a book about Flag lore, but much of the story of our Flag is too interesting to have been left out.

This is a book about flying the Flag - not so much the rules and regulations thereof as the many reasons you might want to. It is a capsulized, chronologically arranged history of the events in our Country's past which are worthy of commemoration by flying the Flag. Or, to put it in another perspective, it's a diary of the days of glory and despair in the life of the United States of America.

To those of my fellow citizens who already fly the Flag of our Country every day, whatever your reasons, bravo! And to those of you who think that it is a good idea, but never had a specific reason, now you have!

Gerald M. Ford



file

Dear Mr. Sharf:

In your letter of August 22nd you sought the reaction of President Ford to the use of his picture on the front of a shirt that you would like to produce.

It is traditional that Presidents neither participate in nor condone the use of the Presidency in connection with any commercial venture. This tradition stems from the concept that the Presidency is a trusteeship for the benefit of all of the people of the United States. To authorize the use of the power, influence and prestige of this high office only for the monetary benefit of an individual or corporation would be a breach of this public trust.

Accordingly, I must advise you that President Ford cannot condone the project you have described in your letter.

Sincerely,

**Philip W. Buchen
Counsel to the President**

**Mr. Craig Sharf
105 Thatcher Lane
South Orange, New Jersey 07079**



THE WHITE HOUSE
WASHINGTON

August 28, 1974

To: Skip Williams

From: Eva

See attached --

Mr. Buchen would like
a draft reply to Craig Sharf.

Thanks.



THE WHITE HOUSE
WASHINGTON

Send Xerox copy to
Skip Williams +
ask him to draft
reply for my signature
to discourage use,
so I can take up
subject with Jerry Tarlton.

P.



8/22/74

Dear Mr. Buchen

My name is Craig Shay and I am currently involved in the manufacturing of a shirt using a picture of President Ford. I am concerned however about the reaction of the President on this matter. Allow me to briefly explain my project to you.

Placed on the front of the shirt there is a smiling picture of President Ford and in the background there is the outline of the United States of America. At the top left of the picture the words "He's our" and below right "Uncle Jerry."

The President has made it clear that he is one of us, a common man, doing the job of President. He has asked for our support and what better way is there to visually show our support and love of this man than by proudly wearing an "Uncle Jerry" shirt.

At this time no shirt has been produced, however production could begin tomorrow. But the order to begin production has not been given and will not be, until I receive the reaction of President Ford. I have written to you his legal council, hoping you can aid me in obtaining his feelings.

I anxiously await your reply.

Sincerely
Craig Shay

Craig Shay
105 Fletcher Lane
South Orange, N.J.
07079

*President —
Endorsements*

October 24, 1974

Dear Mr. Stein:

Thank you for your recent letter to Mr. William Roberts, requesting permission to use a picture of the President with his briefcase in connection with an advertisement of your line of attache cases and other products.

As you recognized in your letter, it is generally not considered appropriate for the President to appear to endorse a particular commercial product. I am sure that you can understand, therefore, our preference that you elect not to use his picture in connection with the advertising campaign you described.

Your cooperation is most appreciated.

Sincerely,

**Philip W. Bushon
Counsel to the President**

**Mr. Edward B. Stein
Steele Products Corporation
3950 South Morgan
Chicago, Illinois 60609**

**bcc: Bill Roberts ✓
w/copy of Stein letter**

Stebco
PRODUCTS
CORPORATION

SINCE 1918



3950 SOUTH MORGAN
CHICAGO, ILLINOIS 60609
(312) 254-3800

CREATORS OF BUSINESS, STUDENT AND SALES CASES

August 22, 1974

Mr. William Roberts
White House Press Office
The White House
1600 Pennsylvania Ave., NW
Washington, D.C. 20500

Early this morning, Mr. Roberts,

I talked with Mr. Shaddix who suggested that I direct this letter to you.

As a relatively small manufacturer of fine business cases, the enclosed photo that appeared in Sunday's Sun Times caught us by surprise -- we believe it's a Stebco attache (and that's even more exciting than the celebration of our 50th anniversary in business a few years ago). Now, the August 26th cover of Time Magazine came out, and that shows the President carrying the case, too.

Would it be at all possible to get copies of these (or similar) photos?

Realizing, of course, that in no way would or could the President be used to imply an endorsement, would it be OK for us to duplicate these photos and send them to our selected dealers. Of course, we're very proud. Could a photo such as this be used in a mailer or trade ad with a caption: Stebco, Selected by Top Executives, or ... Stebco, Known by the Company it Keeps.

We really don't know what's involved, but any help or direction you could give us would certainly be appreciated. Thank you so very much.

Yours truly,

Edward B. Stein

b1c
encl.



Everett Flanders
74 Auburn Street
Haverhill, MA 01830
December 16, 1974

P B

The President
The White House
Washington, D.C. 20013

The President,

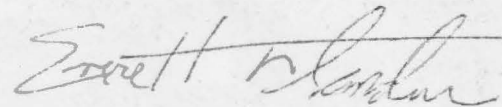
Enclosed you will find a clipping taken from one of our local daily newspapers.

I do not believe the President of the U.S. should allow his name and picture to be used in any advertisement that implies that the President endorses this or any other product.

To me, it certainly seems in poor taste.

May God make his light shine upon you as you go about trying to put this great Nation of ours back together again.

Respectfully,



Everett Flanders

jp

Enclosure



*Policy
Presidential*

THE WHITE HOUSE
WASHINGTON

January 3, 1975

Dear Mr. Flanders:

Thank you for your recent letter and enclosure for the President regarding the use of his name and picture in connection with a commercial advertisement.

As a matter of longstanding policy, the President does not permit his name or picture to be used in a manner that would imply his endorsement of a particular commercial product. Your concern in this regard is shared by this office and your bringing this instance to the President's attention is most appreciated.

Sincerely,

Philip W. Buchen
Philip W. Buchen
Counsel to the President

Mr. Everett Flanders
74 Auburn Street
Haverhill, Massachusetts 01830



THE WHITE HOUSE
WASHINGTON

For Bill Casselway
to respond through
me.
P.

Walk for
Mankind



THE WHITE HOUSE

WASHINGTON

February 21, 1975

TO: PHIL BUCHEN

FROM: RUSS ROURKE *R*

Phil, please advise as to the propriety of complying with the letter of endorsement request, as they relate to the President and Jack Marsh, respectively. Thanks.



THE WHITE HOUSE

WASHINGTON

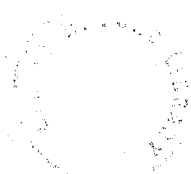
February 19, 1975

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH 

Attached are some materials from Byron Story, Jack Werner and William Perry concerning Project Concern. They would like to get a letter of endorsement from me, as well as a letter of endorsement from the President. This is a "Walk for Man-Kind." Here again is something you should check out with Phil Buchen.

Thanks.



Byron W. Story, Jr.
State Chairman, Project CONCERN
Virginia Jaycees
205 West Ash Road
Sterling, Virginia 22170

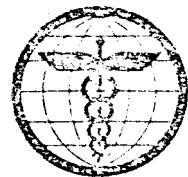
Jack Werner
Regional Director
Project CONCERN
601 D Street, Southeast, #4
Washington, D. C. 20003

William R. Perry
Freelance Photographer
812 West Nettletree Road
Sterling, Virginia 22170

PROJECT CONCERN

international non-profit medical/dental assistance and training program

3802 HOUSTON STREET, P.O. BOX 81123, SAN DIEGO, CALIFORNIA 92138 • USA • Telephone 714/299-1353 • Cable: PROJCONUS



"Involved in Mankind"

Jack F. Werner
REGIONAL DIRECTOR
601 D Street S.E. #4
Washington, D.C. 20003
(202) 544-5583

Contact: Frank Townsend
Telephone Number: 899-1040

PRINCE GEORGES COUNTY WALK FOR MANKIND

FACT SHEET

What is the Walk for Mankind?

A national fundraising effort to support the international medical aid programs of Project Concern, comprising 24 medical and dental clinics and hospitals in the United States (serving Appalachia and the Navajo reservation), Mexico, Guatemala, Hong Kong, Vietnam, Bali and Ethiopia.

How is the Walk carried out?

Volunteer walkers hike a 20-mile route established by our local Walk committees. Friends, neighbors and other contributors sponsor them, agreeing to donate a predetermined sum for each mile of the route covered by the walker.

Does all the money go to the international medical aid programs?

Each walker is permitted to assign 20 percent of the amount he raises to a local charity or cause of his choosing. Some share the money in this way, others opt to contribute the entire sum to the 24 clinics and hospitals supported by the Walk for Mankind.

What are some of the sharing organizations?

Interfaith Community Action Council (Topic House), Schools, Boy Scouts Girl Scouts, Churches, Red Cross, Jaycettes, Melwood Agriculture Training Center, and other civic and youth groups.

Date of the 1975 PRINCE GEORGES COUNTY WALK FOR MANKIND

April 20th, 1975

C. Robert Cronk
Executive Vice President
Donald E. Wuttar, C.P.A.
Secretary-Treasurer

Serving the People . . .

Appalachia - Navajoland -
Vietnam - Hong Kong - Mexico
Ethiopia - Bali - Guatemala

BOARD OF DIRECTORS

Thomas E. Pollard, M.D., Chairman
Robert P. Lowell, Vice Chairman
James A. Skidmore, Jr., President
Dolores Dean, Vice President
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International Medical Director
Wesley Barnett
Steven Brinn
Douglas Case
Howard H. Cotton, D.M.D.
Robert F. Driver
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Wyatt B. Durrant, Jr.
William M. Eagles, M.D.
Robert J. Edwards
Representative William Frenzel
Wahace D. Hall
Richard H. Headlee
E. Ralph Ivey
T. R. Johnson
David L. Kilborn
Donald R. Laub, M.D.
Harry S. Lipscomb, M.D.
Newell Mastford, Australia
Richard J. Potter
J. Donovan Ross, B.A., M.D., Canada
Arthur A. Rouser, Jr., D.D.
Deryl K. Schuster
Nancy Stanley
Carl R. Terzian
Annie O. Wauneka, L.H.D.

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United States
Ambassador Kenneth Franzheim
Ambassador Henry Cabot Lodge
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Representative Carl Perkins
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Maj. Gen. J. W. Humphreys, Jr., U.S.
RADM James D. Watkins, U.S.N.
W. Clement Stone
D. W. Brooks
Jan J. Ereszsek
George Lodge
Leonard Woodcock
Bob Conditine
Frank McCulloch
Don McNamee
Charles Schultz
Gig Young
Bou Richards
Wilfred P. Cohen
South Vietnam
Nguyen Auan Phong
Dr. Tran Lu Y
Nguyen Ngoc Linn
Dr. Tran Minh Tung
Hong Kong
Run Run Shaw
James Coo
Canada
The Honorable M.B. Dymond, M.D.
Mexico
Francisco Lopez Gutierrez

FOUNDER
James W. Tarpin, M.D.



PROJECT CONCERN

International non-profit medical/dental assistance and training program
3802 HOUSTON STREET, P.O. BOX 81123, SAN DIEGO, CALIFORNIA 92138 • USA • Telephone 714/299-1353 • Cable: PROJCONUS



"Involved in Mankind"

Jack F. Werner
REGIONAL DIRECTOR
601 D Street S.E. #14
Washington, D.C. 20003
(202) 544-5583

WALK FOR MANKIND FACT SHEET
ADD ONE

Sponsoring Committee

Jaycees of Prince Georges County, Md.

Chairmen

Frank Townsend and Curtis Price

Headquarters

2713 Colbrooke Dr., Hillcrest Heights, Md. (899-1040)

History of the PRINCE GEORGES COUNTY WALK FOR MANKIND

The first Walk took place in Clinton in 1973, with 125 walkers. The Walk covered 22.3 miles and raised \$2,792.66 for Project Concern and the local sharing organizations.

C. Robert Crook
Executive Vice President
Donald E. Nutter, C.P.A.
Secretary-Treasurer

Serving the People . . .
Appalachia - Navajoland -
Vietnam - Hong Kong - Mexico
Ethiopia - Bali - Guatemala

BOARD OF DIRECTORS
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Dolores Dean, Vice President
Lewis K. Woodward, Jr., M.D.,
International Medical Director
Wes H. Barnett
Steven Binn
Douglas Case
Howard H. Cotton, D.M.D.
Robert F. Driver
David R. Duplanty
Wyatt B. Durrett, Jr.
William M. Eagles, M.D.
Robert J. Edwards
Representative William Frenzel
Wallace D. Hall
Richard H. Headlee
E. Ralph Ivey
T. R. Johnson
David L. Kiborn
Donald R. Laub, M.D.
Harry S. Lipscomb, M.D.
Neville Masford, Australia
Richard J. Potter
J. Donovan Ross, B.A., M.D., Canada
Arthur A. Rouser, Jr., D.D.
Deryl K. Schuster
Nancy Stanley
Carl A. Terzian
Annie D. Wauneza, L.H.O.

INTERNATIONAL SPONSORS
United States
Ambassador Kenneth Franzheim
Ambassador Henry Cabot Lodge
Representative John Brademas
Representative Carl Perkins
Representative Bob Wilson
Maj. Gen. J. W. Humphries, Jr., U.S.A.
RADM. James D. Watkins, U.S.N.
W. Clement Stone
D. W. Brooks
Jan J. Ertaszek
George Lodge
Leonard Woodcock
Bob Considine
Frank McCulloch
Don McNeil
Charles Schulz
Gig Young
Bob Richards
Wilfred P. Cohen

South Vietnam
Nguyen Xuan Phong
Dr. Tran Lu Y
Nguyen Ngoc Lich
Dr. Tran Minh Tung

Hong Kong
Run Run Shaw
James Coe

Canada
The Honorable M. S. Dymond, M.C.

Mexico
Francisco Lopez Gutierrez

FOUNDER
James W. Turpie, M.D.



THE WHITE HOUSE
WASHINGTON

April 3, 1975

*Policy
Presidential
endorsement*

Dear Congressman Findley:

You wrote to Vernon Loen requesting the President's signature on fifteen certificates commemorating the 200th Anniversary of Paul Revere's ride.

Vernon has asked me to review this request, and I regret to advise that it does conflict with our policies in this regard. I trust that those who are members of the Illinois Bicentennial Committee will understand that, except in a few instances of unusual worthiness, as a practical matter it is not feasible for the President to lend his signature in support of all the meritorious Bicentennial activities. He receives numerous requests of this type and, if we would not apply the policy even-handedly, we would rightfully be criticized.

Please convey to Mrs. Schanbacher and Mr. Henderson, the Co-Chairmen of the Bicentennial Committee, my regret, but also at the same time I want to extend to them and, indeed to all those involved in this commemorative event, my very best wishes.

Sincerely yours,

Philip W. Buchen
Philip W. Buchen
Counsel to the President

The Honorable Paul Findley
House of Representatives
Washington, D. C.

cc: Vern Loen



THE WHITE HOUSE
WASHINGTON

Jay took it

March 31, 1975

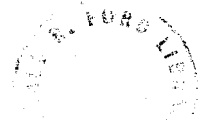
MEMORANDUM FOR: PHILIP W. BUCHEN
FROM: VERNON C. LOEN *VL*
SUBJECT: Request for the President's signature on 15 certificates commemorating a re-enactment of the Paul Revere ride (in the State of Illinois).

The attached letter from Congressman Paul Findley is self-explanatory. I am also sending you one of the fifteen certificates he forwarded for the President's signature.

As you undoubtedly know, we are being deluged with requests for the President's signature, acceptance of memorabilia or participation in Bicentennial events. Before I take any action of this request, will you please review and advise me. You will note Mr. Findley wishes these returned to him in advance of the April 18 event.

Please return the certificate to me.

Many thanks.



Congress of the United States
House of Representatives
Washington, D. C.

MAR 28 1975

March 26, 1975

Mr. Vernon Loen
Assistant to the President
The White House
Washington, D.C.

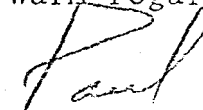
Dear Vern:

Enclosed are fifteen certificates commemorating the 200th Anniversary of Paul Revere's ride. As a part of Illinois' celebration of the Bicentennial, these certificates will be carried on horseback from New Salem to Springfield, Illinois on April 18, 1975. They will bear the signatures of those officials designated. The two Senators and Congressmen representing these areas of Illinois have already signed the copies, and I am hopeful that you will ask the President to sign his name on each certificate in the appropriate location.

After the certificates have been carried on horseback, one will be given to each of the persons who signed, and the remaining six copies will be lodged permanently in the Illinois State Historical Society.

Thanks very much for your assistance, Vern.

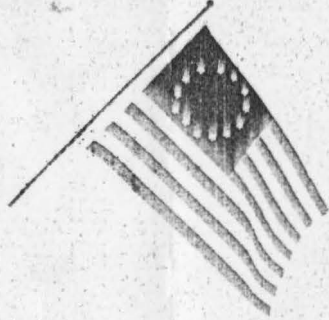
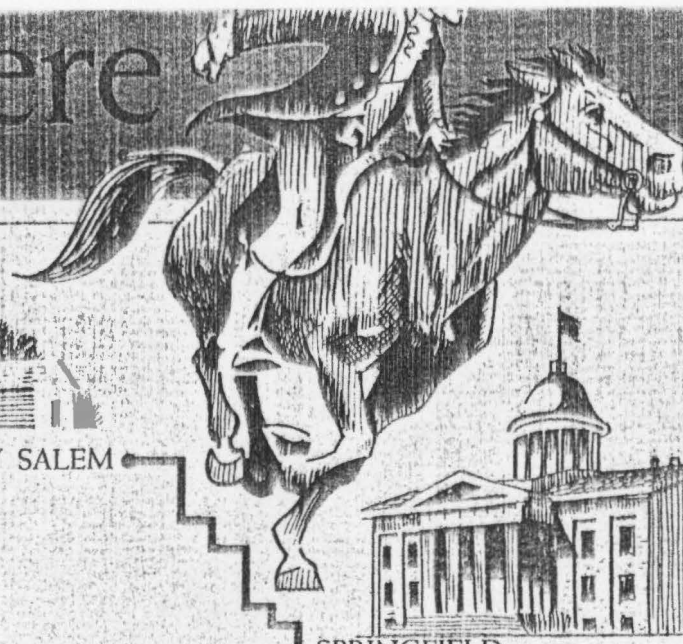
Warm regards,


Paul Findley
Representative in Congress

Enclosures



Paul Revere Day



NEW SALEM



SPRINGFIELD



COMMEMORATING THE 200TH ANNIVERSARY OF THE AMERICAN REVOLUTION BICENTENNIAL Springfield, Illinois

This is to certify that this memento of the 200th anniversary of the Paul Revere Ride of April 18, 1775 has been carried by relay riders of the 7th Illinois Cavalry from New Salem, Illinois to Old State Capitol, Springfield, Illinois on April 18, 1975.



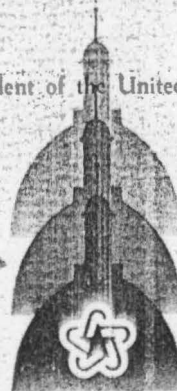
Commanding Officer, 7th Cavalry

Postmaster, New Salem, Illinois

Henry H. Reppy
U. S. Senator, State of Illinois

Paul Findley
Congressman, 20th District, Illinois

President of the United States



William H. Danforth
U. S. Senator, State of Illinois
Edward Nelson
Congressman, 21st District, Illinois

Governor, State of Illinois

Mayor, Springfield, Illinois

1775  1975

May 12, 1975

*Syverson
Mildred Leonard*

Dear Mr. Syverson:

Thank you for your letter of May 8, 1975, to Mr. Buchen requesting permission to use a quotation from the President in one of your company's newspaper advertisements.

Since the quotation which you plan to use is from a public statement by the President, it is in the public domain and no permission is required. The only requirement is that it not be used in such a way as to imply any endorsement by or identification of the President with your company or its products. Your planned use of the quotation does not appear objectionable.

Your courtesy in writing is appreciated.

Sincerely,

S/

Dudley Chapman
Associate Counsel

Mr. J. M. Syverson
Director, Public Relations
Rockwell International
1730 Pennsylvania Avenue, N.W.
Washington, D.C. 20006

cc: *Mildred Leonard*



THE WHITE HOUSE

WASHINGTON

May 9, 1975

MEMORANDUM FOR: DUDLEY CHAPMAN

FROM: PHILIP BUCHEN *P.W.B.*

Kindly consider this request and telephone
Mr. Syverson.

Attachment

Handwritten notes in the top right corner, possibly including a signature and date.


Faint circular stamp or mark in the bottom right corner.

Thursday 5/ 8/75

3:35 Jerry Syverson called from Rockwell International. 785-6885
He was talking with Mildred Leonard concerning
an advertisement in which they're quoting a couple of
sentences in a speech by President Ford. They would
like approval to be able to use it.

I suggested if they could send over a copy it would be
helpful ----- so they will do so.

Attached



Rockwell International

Washington Office
1700 Pennsylvania Avenue, N.W.
Washington, D.C. 20006
(202) 785-6300

May 8, 1975

Mr. Phillip W. Buchen
Counsel to the President
The White House
Washington, D. C. 20500

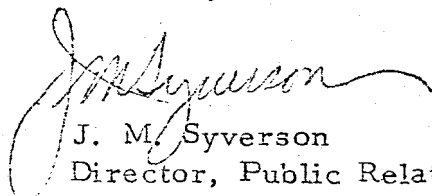
Dear Mr. Buchen:

The attached proposed Rockwell International advertisement contains a quotation from President Ford's recent speech to members of the Navy League. We would appreciate it if you could obtain permission for us to use this quote.

The ad is scheduled to appear in the Wall Street Journal, the Washington Post, and the Washington Star.

Thank you very much for your cooperation.

Sincerely,



J. M. Syverson
Director, Public Relations
Washington Office



President
Endorsements

August 28, 1975

Dear Dr. Newnan:

Thank you for your letter.

I am sorry this must be a disappointing reply. Unfortunately, because of the very large number of requests for endorsements received by this office, it is simply not possible to single out one for special recognition. I hope you will understand.

Sincerely,

Roland L. Elliott
Director of Correspondence

Dr. Henry L. Newnan, Jr.
1551 Lochridge Road
Bloomfield Hills, Michigan 48013

cc: Office of Legal Counsel

lmr



September 9, 1975

Pres. —
endorsement

Dear Dr. Payne:

On behalf of President Ford, I wish to acknowledge your letter.

As a matter of long established policy the President does not give personal endorsements. I am sure you will understand, therefore, that it is not possible for him to comply with your request.

Sincerely,

Roland L. Elliott
Director of Correspondence

Dr. Arnold Payne
Administrative Assistant Curriculum
Gonzales Independent School District
Post Office Box 157
Gonzales, Texas 78629

jlm

cc: office of Legal Counsel



Tuesday 1/20/76

10:00 Eliska Hasek called yesterday concerning Barry Roth's O.K. on a letter to Hagger slacks people on the 50th anniversary of the company which J.M. Hagger founded -- and Mr. Buchen's approval.

It had been sent to Commerce for preparation of a Presidential letter.

Don Bishop called Eliska and discussed this with her and returned it to Roland Elliott.

Eliska felt it would be improper for such a letter of recommendation for the Horatio Alger Award from the President.

I gave the package to Barry, who in turn talked with Gwen Anderson, who in turn has talked with Mildred Leonard.

Mildred Leonard is agreeable to a phone call in lieu of a letter -- so Gwen will take the package to Eliska, who will make the call.



THE WHITE HOUSE

WASHINGTON

January 20, 1976

MEMORANDUM FOR: EVA DAUGHTREY

FROM: ELISKA HASEK *Eliska*

This is the one we discussed. As you will see, Barry's memo of January 8 to Mr. Buchen is unclear. This is actually a request by the Director of Advertising and Public Relations of Haggar Slacks for the President to send a letter to the Horatio Alger Awards Committee recommending his boss, Mr. Haggar for an award. I am sure that Mr. Buchen would agree that this would be inappropriate for the President to do.

Naturally should Mr. Haggar be given such an award, a letter of congratulations would be in order. There is, however, no precedent for a letter of recommendation such as the one requested.

Call writer and explain _____

Other _____





U.S. DEPARTMENT OF COMMERCE
EXECUTIVE SECRETARIAT

1-19-76

To : *Mr. Roland Elliott*
(Attn: Mrs. Mariba Stephenson)

From : Lynne F. Roche

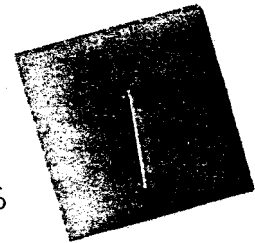
*Returned without action
per phone conversation
between Eliska Hasek
and Don Bishop, of
our office of Communications*

Lynne Roche



THE WHITE HOUSE OFFICE

REFERRAL



To: The Secretary of Commerce

Date: January 15, 1976

ACTION REQUESTED

- Draft reply for:
- President's signature.
- Undersigned's signature.
- Memorandum for use as enclosure to reply.
- Direct reply.
- Furnish information copy.
- Suitable acknowledgment or other appropriate handling.
- Furnish copy of reply, if any.
- For your information.
- For comment.

NOTE

Prompt action is essential.
~~one week~~
 If more than ~~72 hours~~ delay is encountered please telephone ~~the undersigned~~ immediately, ~~646-4450~~ Miss Pat Byrne, 456-6688.

Basic correspondence should be returned when draft reply, memorandum, or comment is requested.

1976 JAN 16 PM 4 28
 U.S. DEPARTMENT OF COMMERCE
 OFFICE OF THE SECRETARY
 EXECUTIVE SECRETARIAT

REMARKS: The President has indicated that he wants to do this. Mr. Haggar is a personal friend.

Red Tag

Description:

Letter: _____ Telegram: _____ Other: _____

To: The President
 From: Charles M. Martin, Director of Advertising & Public Relations, Haggar Co.,
 Date: 12/18/75; 6113 Lemmon Avenue, Dallas, Texas 75209
 Subject: Request for letter of recognition of the achievements and contribution of M. J. M. Haggar. To be sent to Horatio Alger Awards Committee.

By direction of the President:

RE
 Roland L. Elliott
 Director of Correspondence

RLE:JHH:PB:blh

(Copy to remain with correspondence)

155317

THE WHITE HOUSE
WASHINGTON

Date 1/8/76

TO: Phil Bucken

FROM: BARRY ROTH

ACTION:

_____ Approval/Signature
_____ Comments/Recommendations
_____ For Your Information

REMARKS:

The WH policy is actually that the President only writes letters for persons with whom he is personally acquainted. Mildred says he knows Haggar well and would want to do so. If the letter is carefully written, I think it is OK. Do you agree? Yes J.W.R. No _____

Barry



The White House
Washington

DATE: 1/7/76

TO: Barry Roth -

See Mildred Leonard's
note. I hope you
agree that the President
shouldn't be doing
something like this.

Jim Holmes *JH*



1/6/76

THE WHITE HOUSE
WASHINGTON

TO: Jim Holmes

FROM: MILDRED LEONARD *ML*

FOR: Information _____

Appropriate Handling _____

If it's "White House policy" I guess I have to concur. But I think if the President were asked, he would like to do it because Ed Haggar and his father ARE good friends of long standing.

Dear Mr. Martin:

The President has asked me to thank you for your letter of December 18 and express his disappointment that he will not be able to make a personal recommendation for Mr. J. M. Haggar for the Horatio Alger Awards Program.

As I am sure you know, Mr. J. M. Haggar and his son, Ed, are very good and personal friends of the President. It is deeply regretted, therefore, that while the President would very much like to be able to comply with your request, a firm White House policy against Presidential letters of recommendation will not permit him to do so. I hope you will understand that the extremely large number of similarly worthwhile requests and the unfairness which would be the result of our trying to choose among them require a policy of this sort.

The Haggars, ^{the} Haggar Company and you have the President's best wishes for the New Year and for the company's celebration of its fiftieth anniversary.

Sincerely,

Roland L. Elliott
Director of Correspondence

RLE:JHH:

Cleared in draft with Mildred Leonard.



HAGGAR COMPANY 6113 LEMMON AVENUE, DALLAS, TEXAS 75209

December 18, 1975

President Gerald M. Ford
President of the United States
White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear President Ford:

The Horatio Alger Awards Program, launched nearly 30 years ago by the American Schools and Colleges Association, was conceived to encourage young people to realize that success in this country can be achieved by any man or woman, regardless of origin, creed or color.

The selection of living individuals who, by their own efforts, have pulled themselves up by their bootstraps in the American tradition, have produced living proof that the free enterprise system of achieving success still offers equal opportunity to all.

Each year medallions are awarded to a small group of top men and women in their fields who typify the results of individual initiative, hard work, honesty and adherence to traditional ideals. In 1976, Haggar Company will celebrate 50 years in business, starting with the dreams of one man, Mr. J. M. Haggar, and I feel his accomplishments in business, civic, religious, cultural and educational philanthropical efforts place him in a deserving position for consideration by the Horatio Alger Awards Committee.

If you feel the same as a personal friend, please write your personal thoughts to:

Ms. Helen M. Gray
Executive Director
Horatio Alger Awards Committee
One Rockefeller Plaza
New York, New York 10020

Thank you for your consideration. Please keep this confidential as far as the Haggars are concerned.

Sincerely,

Charles M. Martin
Director of Advertising
& Public Relations

November 11, 1975

Dear Ed:

I want to thank you for the Bicentennial leisure suit which you sent with your thoughtful letter. It's just great, and I look forward to many enjoyable hours wearing this specially designed suit.

With warm personal regards.

Sincerely,

JERRY FORD

Mr. E. R. Haggar
6113 Lemmon Avenue
Dallas, Texas 75209

GRF/mfw/mh/mw

GIFT





HAGGAR COMPANY 6113 LEMMON AVENUE, DALLAS, TEXAS 75209

September 18, 1975

File
EXHIBIT
TR 45-2

RE
2002

Executive Offices

Dear Mr. President:

It sure was good to see and visit with you briefly when you were in Dallas last week. Patty and I were delighted to see you looking and feeling so well.

Thought you would like to see the attached editorial from the Dallas Morning News. I have felt all along that you had a much better grasp of the feelings of the people from the grass-roots level, especially the middle income bracket, than the Congress. I think it will finally dawn on this income level of the American public that the free and loose-spending Congress over the years is making the purchasing power of their dollars erode badly. When the American public is turned on by a remote cause, such as Pearl Harbor before World War II, they take the necessary action to get the job done.

I hope I'm not pipe-dreaming, but I do have great confidence in the American people, to do what is right when they fully understand the problem.

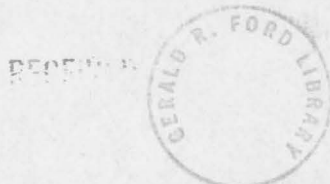
Your continued talks along these lines, I think, will help get the job done. You're doing great!

Warmest regards,

Sincerely,

E. R. Haggard

The Honorable Gerald R. Ford
President of the United States
c/o The White House
Washington, D. C. 20500



EXECUTIVE
TR 45-1

September 12, 1975

Dear Ed:

I was delighted to receive the selection of handsome slacks and jackets which you so thoughtfully sent during my recent stay in Vail. They will certainly enhance my leisure wardrobe, and I know I will enjoy wearing them. Many, many thanks!

With best personal regards.

Sincerely,

JERRY FORD

Mr. E. R. Haggar
~~6113 Lemmon Avenue~~
Dallas, Texas 75209

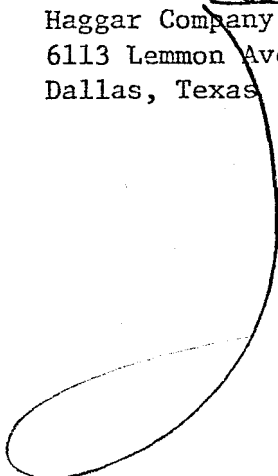
GRF/mfw/cf/mw

GIFT



THE WHITE HOUSE

Mr. E. R. Haggar
Haggar Company
6113 Lemmon Avenue
Dallas, Texas 75209



70-5

SEP 8 1974
GERALD R. FORD LIBRARY
CENTRAL FILE

SECRETARY OF COMMERCE

UNCLASSIFIED

A-601-1222-00-22-00-237-00

August 28, 1975

x

(PLEASE HAND DELIVER)

CF

MR. J. M. HAGGAR
HONORARY CHAIRMAN OF THE BOARD
MR. J. M. HAGGAR, JR., PRESIDENT
MR. E. R. HAGGAR, CHAIRMAN OF THE BOARD
HAGGAR COMPANY
C/O DORAL COUNTRY CLUB
440 N.W. 87th AVENUE
MIAMI, FLORIDA 33166

ON BEHALF OF PRESIDENT FORD, I CONGRATULATE THE
MANAGEMENT AND PERSONNEL OF THE HAGGAR COMPANY ON YOUR
50TH ANNIVERSARY.

YOUR ORGANIZATION HAS PROSPERED BECAUSE OF YOUR
RECOGNITION OF THE CHANGING TASTES AND NEEDS OF THE AMERICAN
CONSUMER AND YOUR ABILITY TO ADAPT YOUR PRODUCTS TO THEM.

YOUR ENTERPRISE AND INITIATIVE ARE STRIKING EVIDENCE
OF THE CONTINUING VITALITY OF THE AMERICAN ECONOMIC SYSTEM.
A MAJOR TASK FACING ALL WHO BELIEVE IN THAT SYSTEM IS TO
RAISE ITS PRODUCTIVITY IN ORDER TO CONTAIN THE INFLATION
THAT THREATENS THE STABLE GROWTH OF OUR ECONOMY.

I WISH YOUR COMPANY EVERY SUCCESS IN ITS EFFORTS IN
THAT REGARD.

(signed) Rogers Horton

SECRETARY OF COMMERCE

1

1

cc: Miss Eliska Hasek

UNCLASSIFIED

SEP 3 1975

CENTRAL FILES

*to General
8-10-74
RFB*

WHA241 WAA229(1328)(1-018711A221)PD 08/09/74 1326
TLX HAGGAR CO DAL 014 AM 10 MA 8 58

ZCZC 02 DALLAS, TX AUGUST 9, 1974
PMS THE HONORABLE GERALD FORD
PRESIDENT
THE WHITE HOUSE
WASHINGTON, D. C.

DEAR MR. PRESIDENT:
CONGRATULATIONS ON BECOMING PRESIDENT OF THESE GREAT UNITED STATES.
I'M SAD THAT PRESIDENT NIXON HAD TO RESIGN, BUT GLAD THAT THE REINS
OF GOVERNMENT HAVE BEEN PUT IN YOUR CAPABLE HANDS. YOUR POSITIVE
APPROACH IN DEALING WITH PEOPLE AND PROBLEMS CAN KEEP AMERICA THE
GREAT COUNTRY THAT IT IS. BECAUSE OF YOUR FAIRNESS AND INTEREST
IN RUNNING AMERICA FOR EVERYONE, MY SUGGESTED NAME FOR YOUR
ADMINISTRATION IS "THE ALL AMERICA TEAM".
DAD AND JOE JOIN ME IN EXPRESSING OUR GOOD WISHES TO YOU

FOR A MOST SUCCESSFUL ADMINISTRATION.
WARMEST REGARDS,
ED HAGGAR
HAGGAR CO DAL
NNNN



THE WHITE HOUSE
WASHINGTON

Aug. 27, 1975

NOTE FOR THE FILES

I called Mr. E. R. Haggar in Dallas and explained to his secretary, Beverly Kennedy, that the President would not send a message for the 50th anniversary of the Haggar Company, but that we had asked the Secretary of Commerce to send a congratulatory wire on his behalf. She will be in touch with Mr. Haggar (who was enroute to Fla.) and let him know. Don Bishop of Commerce will send us a copy of the wire for our files.

Claudia Korte
Eliska Hasek's office

Att.



MEMORANDUM
OF CALL

(File)

TO: *Annie*

YOU WERE CALLED BY— YOU WERE VISITED BY—

Ed Hagar

OF (Organization) *(214)*

PLEASE CALL → PHONE NO. *352-8481*
CODE/EXT. *352-8481*

WILL CALL AGAIN IS WAITING TO SEE YOU

RETURNED YOUR CALL WISHES AN APPOINTMENT

MESSAGE
*- wants P to do film -
Friend of GRT.*

*Re: July 23rd letter
written until end
of August*

RECEIVED BY	DATE	TIME
<i>Annie</i>	<i>8/8</i>	<i>4:15</i>

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

GPO : 1968 - O-48-16-60341-1 332-889 63-108



THE WHITE HOUSE
WASHINGTON

Aug. 29

25, 1975

9/3

*A) HCD
B) C. Files*

Bill-

Did you hear whether Eliska did this? *No*

Any followup necessary? *NO*

HCD

www

50th Anniversary
on August 29th

residential

at the Doral

*on President
by Kennedy,
tary on 8/27/75*

te





HAGGAR COMPANY 6113 LEMMON AVENUE, DALLAS, TEXAS 75209

August 20, 1975

Executive Offices

ACTION
T/D
SCHEDULE BD.
DATE RECEIVED
AUG 22 1975
MESSAGE
SPEAKERS BUREAU
OTHER
APPOINTMENT OFFICE

Dear Mr. Nicholson:

With further reference to my letters of August 11th, August 8th and July 23rd, copies attached, in the event the President can not allow us to make the film clip, do you think we could have a tape of his voice? If this is not possible, I wonder if he would write a letter to Mr. J. M. Haggar along the lines of the suggested script of the film.

Time is getting short for our meeting in Florida and if you would send the letter to my attention, at the Doral Country Club, 4400 N.W. 87th Avenue, Miami, Florida 33166, I would certainly appreciate it.

Thanking you for your trouble, I am

Sincerely,

E. R. Haggar

Mr. William W. Nicholson
Deputy Director, Scheduling Office
The White House
Washington, D. C. 20500

cc: Ms. Ann Higgins
c/o Roland Elliott
The White House
Washington, D. C. 20500





HAGGAR COMPANY 6113 LEMMON AVENUE, DALLAS, TEXAS 75209

SEND TO:
Doral Country Club
Miami, FLA
33166
4400 N.W. 87th AVE

Executive Offices

August 11, 1975

Dear Mr. Nicholson:

Thanks for your letter of August 6th about the film shot of the President I requested in my letter of July 23rd. I tried to get you today but you were out and I talked to Miss Goldtra explaining my request a little fuller and she asked that I put this in writing.

We certainly can appreciate the legal problems that would possibly be involved. However, since this film clip will not be used in any of our advertising or any place other than at our 50th anniversary meeting banquet on August 29th at the Doral Country Club in Miami Beach, Florida, it may not pose a problem. In the event the film shot is not possible, could we have just a tape?

Although I am one of the Trustees of the Thanksgiving Square Foundation in Dallas, I was not present when a movie clip was done with the President regarding this project. The Navy Communications Unit did the filming and I believe we could get them to do the film clip for us if the President is able to do this.

The President is a good personal friend of mine as well as my father's, who epitomizes the Horatio Alger type and the free enterprise system.

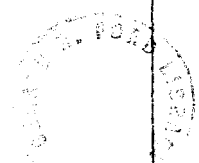
/// After you receive this letter if possible I would appreciate visiting with you about this matter over the phone. My number is (A.C. 214) 352-8481. ///

Thanks so much for your time and with best regards, I am

Sincerely,


E. R. Haggard

Mr. William W. Nicholson
Deputy Director, Scheduling Office
The White House
Washington, D. C.





HAGGAR COMPANY 6113 LEMMON AVENUE, DALLAS, TEXAS 75209

August 8, 1975

Executive Offices

Dear Ms. Higgins:

Thanks for your time on the phone today about my letter of July 23rd to the President -- a copy is enclosed.

Let me restate what I told you over the phone -- this short film clip will be shown to our national sales and management personnel at the concluding banquet of our sales convention celebrating 50 years in business, to be held at Doral Country Club in Miami, Florida on Friday, August 29th; therefore, to be seen by only our own in-house personnel.

I would appreciate a favorable reply just as soon as possible.

Sincerely,



E. R. Haggard

Ms. Ann Higgins
c/o Roland Elliott
The White House
Washington, D. C. 20500



August 6, 1975

Dear Mr. Haggar:

On behalf of the President I wish to acknowledge your letter of July 23 and request that the President participate in a film shot from the White House in celebration of the 50th anniversary of Haggar Slacks.

While the President is most appreciative of your thoughtfulness, he will not be able to honor this request since the legal department has advised against it, due to the commercial nature.

The President sends warm good wishes to you, with his regrets.

Sincerely,

William W. Nicholson
Deputy Director
Scheduling Office

1

Mr. E. R. Haggar
Haggar Company
6113 Lemmon Avenue
Dallas, Texas 75209

eb

14 sent cc Nancy Hemmell



Req for P to make a sound 16mm film from White House for use at banquet on Friday evening, August 29 concluding the 50th anniversary convention of the Haggar Slacks Co. (this is in 1976)

to MR

SCHEDULING ROUTING MEMO

Subject: _____ Originator: E. R. Haggar

To Individual	Processed	Comments
<u>1.</u> W. Nicholson	<u>7/28</u>	_____
_____ W. Rustand	_____	_____
_____ Staff to:	_____	_____

2 Bill Casselman

This sounds too commercial - The Pres. Does receive Haggar Slacks regularly.

_____ H. Donaldson

3 M. Rawlins

8/6

Comments Casselman says NO!

_____ N. Gemmell

Regret that the Legal Counsel has advised against the film clip due to the commercial nature

Return to *[Signature]*

Action: *CF/eg.*





HAGGAR COMPANY 6113 LEMMON AVENUE, DALLAS, TEXAS 75209

July 23, 1975

Executive Offices

DATE RECEIVED

JUL 27 1975

BY: [Signature]

MAIL ROOM

GENERAL OFFICE

Dear Mr. President:

Our company celebrates its 50th anniversary in 1976 and we are going to tie our program in with our country's bi-centennial anniversary. We will kick off the celebration the later part of August at a convention that will be attended by all of our sales and management personnel (about 450 people, including spouses) at the Doral Country Club in Miami.

On Friday evening, August 29th, we will have our concluding banquet at which time we will have a presentation of historical highlights honoring my father, J. M. Haggar, founder.

I would greatly appreciate your allowing us to take a sound 16mm film shot of you from the White House, reading the attached (you may change this any way you wish). We would use this to introduce our program.

Please let me hear from you as soon as possible.

With warmest regards,

Sincerely,

E. R. Haggar

The Honorable Gerald R. Ford
 President of the United States
 c/o The White House
 Washington, D. C. 20500



Our nation celebrates its 200th anniversary in 1976. And, as every one of you knows, with equal pride, your company celebrates its 50th anniversary the same year.

Haggar's 50 years represent a full quarter of the entire life of our nation. And these same 50 years have seen our nation show its most dramatic growth and achieve the greatest technological advancements in its history.

I believe this growth is because of companies like yours. And the principles, dedication and ideals of their founders. Men and women with a dream. Like J. M. Haggar.

America's fortunes ride on the shoulders of the free enterprise system. And as its businesses prosper, so do we all.

With all its faults, our system works. It works because it is supported by companies who believe in making a good product and selling it at a fair price. With such a commitment, America will always be strong.

I regret being unable to attend your celebration tonight. But I salute Mr. Haggar and all of you for the contribution you have made to our country's many blessings.

Thanks, Haggar.*

*We have been using this closing on many of our recent TV commercials.

