

The original documents are located in Box 68, folder “Fourth of July (1976) - Honor America Program” of the John Marsh Files at the Gerald R. Ford Presidential Library.

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*Crossed:
Marriott
Bicentennial*

February 1, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: JACK MARSH

Mr. J. Willard Marriott spoke with me this week, expressing his desire that the President participate in a Bicentennial ceremony on July 3, 1976, which is a part of the "Honor America" program in which he is involved.

He told me he had discussed this invitation with Dr. Billy Graham, who he said planned to bring it to the President's attention this past Tuesday afternoon when Dr. Graham saw the President. Whether he did or not, I am not certain.

Mr. Marriott spoke in terms of some Saturday night event which would also feature the Mormon Tabernacle Choir. From his conversation, I gather that this program may extend over to July 4, but I am uncertain on this.

I believe you have already received information concerning this request, and I want to place this in the file for consideration when scheduling events for that date.

You will recall that the President has already made a commitment to go to Philadelphia on July 4, 1976. There are other requests beginning to come in in reference to this very important time period. It is my view that we should begin to take a serious look at schedule requests for approximately that two week period from June 28 to July 12, 1976 to assure that the President's participation makes the greatest contribution to the ceremonies that will occur. We want to be sure we have had a chance to look at the various types of invitations in various parts of the country. Therefore, I think it is essential to maintain flexibility on this point in time.

cc: Jim Connor
Bob Goldwin
Dick Lukstat
Don Rumsfeld



Kenney Ch.

2 July 1976

"Honor American"

Sat night

Mormon Choir

Desires it's

participation

Refer Lukstadt

Board mtg Mon.
Key Berge - 12:00

JOM - dictate memo



To Mr. Marsh

Date 1-30-75 Time 11:54

WHILE YOU WERE OUT

M Jay W. Marriott

of _____ (after 12:05)

Phone 986-5221 or 966-5370

Area Code Number Extension

TELEPHONED	<input type="checkbox"/>	PLEASE CALL	<input checked="" type="checkbox"/>
CALLED TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	<input checked="" type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	URGENT	<input type="checkbox"/>

RETURNED YOUR CALL

Message would like to speak

w/you before his meeting

later this afternoon w/

Billy Graham re:

Pres. partaking in event on

7/3/76 cb.

Operator

EFFICIENCY® LINE NO. 4725 AN AMPAD PRODUCT

OVER →

THE WHITE HOUSE

WASHINGTON

February 5, 1975

ll
W
Mar
2/12/75

MEMORANDUM FOR: THE PRESIDENT
FROM: JACK MARSH *Jack*
SUBJECT: HONOR AMERICA PROGRAM,
JULY 3, 1976

The following information is provided in regard to the 1976 Bicentennial program which Billy Graham discussed with you during your recent meeting.

Since 1970, the American Historic and Cultural Society, chaired by J. Willard Marriott, has sponsored a program to honor America on July 4th. Graham serves as a General Chairman of the Society. Their program includes the distribution of educational materials, addresses by national leaders, and entertainment staged by various celebrities. In 1970, the program at the Washington Monument grounds attracted some 400 thousand persons.

The proposed program to commemorate the Bicentennial Independence Day centers around a gala event at the Kennedy Center on the evening of July 3, 1976. The event is designed to be not more than 90 minutes and tailored for network television coverage. The central theme of the event is to be a salute to Americans from all walks of life who have honored America in their area of activity, profession, and community.

The program is to include the Mormon Tabernacle Choir, a reading of the Declaration of Independence by Charlton Heston, a segment from the play "1776", humor by James Whitmore (Will Rogers) or Hal Holbrook (Mark Twain), and the National Symphony.

Your participation in the evening has been requested, specifically for a number of presentations of the Medal of Freedom. Marriott hopes that this opportunity would be used to establish a precedent for the future by which the Medal of Freedom traditionally would be presented on Independence Day.

In conjunction with the July 3 event, the Society intends to publish a pamphlet of historic documents, such as the Declaration of Independence, the Constitution, the Gettysburg Address, etc. This pamphlet would be issued as a souvenir to those attending the Kennedy Center festivities and later be distributed in volume to the media and community leaders around the nation.

While Marriott's organization has no specific plans to sponsor an event in Washington on July 4, 1976 it is lending support to a possible program with Billy Graham on the steps of the Capitol. At the present, Graham has this under consideration, and I believe will be influenced largely by your availability to participate in such a program.

You should be aware there are a number of requests for your participation in events of National importance coming into the Scheduling Office for this same period of time. It is the feeling of a number of your senior advisors that prior to making irrevocable commitments this far in advance, some general plan should be developed, subject to your approval, on your participation in the Bicentennial ceremonies for the period July 1-7.

THE WHITE HOUSE

WASHINGTON

February 5, 1975

MEMORANDUM FOR: THE PRESIDENT
FROM: JACK MARSH *Jack*
SUBJECT: HONOR AMERICA PROGRAM,
JULY 3, 1976

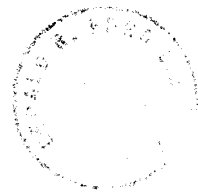
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April 23, 1975

MEMORANDUM FOR: JIM CANNON
JIM CONNORS
BOB GOLDWIN
TED MARRS
WARREN RUSTAND

FROM: JACK MARSH

SUBJECT: July 4, 1976

A friend of mine, who represents a number of U. S. industries, mentioned to me that it was his understanding that an effort was being made on the evening of July 4, 1976, to put together a program that might be called the "Freedom Flag Hour" featuring Bob Hope, with a duration of one to two hours.

I pass this on simply as a matter of information, and because there might be some effort to have Presidential participation, although none has been formally requested at this time.



4/11/75

as memo

Re: LIPTON

1. Brooklyn; Good Humor employee; State Department of Agriculture;
Closing plant; Teamsters Union May 1
2. July 4, 1976; Freedoms Flag Hour/Bob Hope; 1 - 2 hours;
ought to pre-empt the hour before



Bicentennial

April 23, 1975

MEMORANDUM FOR: JIM CANNON
JIM CONNORS
BOB GOLDWIN
TED MARRS
WARREN RUSTAND

FROM: JACK MARSH

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HonorAmerica

A program of the American Historic and Cultural Society, Inc.

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5161 River Road
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927 National Press Building
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Mrs. Harry S. Truman

TIME:

HAD - Saturday night, July 3, 1976 - Kennedy Center

President's message to the world by TV - Satellite

Program:

Dan Seymour, Leonard Marks, Bob Jani (Disney)

Billy Graham - Bob Hope

Freedom Awards - all Presidents

Patriotic show around Choir (*Charleston Hester rec'd address*)?

Fireworks at the end

Invited guests, official Washington

(suggested--Presidents, heads of state France, Poland, Germany, Britain, Holland, etc.)

Sunday and Monday - Billy Graham - Parade *non-disturb*

HAD Representative? (*Ted Mares*)

HAD Board to the White House

President, Honorary Chairman of the Board--Mrs. Ford?

Hatfield Medal money to the Park Service

Swimming Pool Fund

Unemployment tax rebate to companies

1976 Inaugural Director 4-1-76

1. Views on how Comm

2. Have Board only/w.Hse

3. Hon Chairman

May 2, 1975

4. Mrs. Ford/Hon status of 3 July event

5. Inaugural Director '76 - Exec Dir.



JULY 27, 1974

Office of the White House Press Secretary
(San Clemente, California)

THE WHITE HOUSE

FACT SHEET

PRESIDENTIAL MEDAL OF FREEDOM

The Medal of Freedom as it now exists was established by President Kennedy in an Executive Order (11085) of February 22, 1963. The award was first set up under President Truman in 1945 to reward meritorious, war-connected acts or services. The Kennedy Executive Order expanded the award to include those that should be honored for meritorious contribution to (a) security or national interest of the United States; (b) world peace or (c) cultural or other significant public or private endeavors.

Persons are selected for receipt of this medal by the President.

Total number of Presidential Medals of Freedom:	139
President Truman:	9
President Eisenhower:	13
*President Kennedy:	31
President Johnson:	58
President Nixon:	28

President Nixon's Presentations:

Duke Ellington	4/29/69
Apollo XI Crew (Three) Neil Armstrong Edwin Aldrin, Jr. Michael Collins	8/13/69
Eugene Ormandy	1/24/70
Apollo XIII Mission Operations Team	4/18/70
Apollo XIII Crew (Three) Fred Haise, Jr. James Lovell John Swigert, Jr.	
Earl Charles Behrens	4/22/70
David Lawrence	4/22/70
Edward T. Folliard	4/22/70
William M. Henry (posthumously)	4/22/70
Arthur Krock	4/22/70
Raymond Moley	4/22/70
George Gould Lincoln	4/22/70
Adela Rogers St. Johns	4/22/70
Samuel Goldwyn	3/27/71
William Hopkins	6/02/71
Manlio Brosio	9/29/71

* 30 of these awards were presented by President Johnson but the recipients had been selected by President Kennedy.

(MORE)

(OVER)

Dewitt and Lila Wallace	1/28/72
John Paul Vann (posthumously)	6/16/72
John Ford	3/31/73
William P. Rogers	10/15/73
Melvin R. Laird	3/26/74
Paul G. Hoffman	6/21/74
Charles LeRoy Lowman	7/27/74

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MAY 5 1975

THE WHITE HOUSE

WASHINGTON

May 5, 1975

MEMORANDUM FOR: JACK MARSH

FROM: DICK CHENEY *P*

1 The following items are action items that come off a meeting the President had with Bill Marriott today:

2 The President agreed to participate in the Honor America Day ceremonies on Saturday, July 3, 1976, at the Kennedy Center.

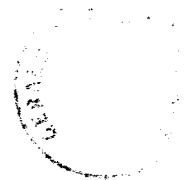
3 This is a firm commitment on his part. Others participating will be Bob Hope, Billy Graham, the Mormon Tabernacle Choir, various and sundry fireworks. It sounds like a really big show. You better stick that into your Bicentennial planning.

4 Also, the President wants a rundown of all of the major Bicentennial events coming up over the next two years. You ought to get that up on paper and stick it through the system.

5 Finally, the President wants to see a schedule of his proposed *bicentennial* activities over the next two years, but especially during that period of time in July of 1976.

6 You should be aware that Bill Marriott is talking about having a major parade in Washington on Monday, July 5, 1976, with heavy involvement by the military, use of troops, display of military weapons and hardware, etc.

7 The President has agreed to Marriott's recommendations that they spend left over Inaugural Funds through the National Park Foundation as a gift to the White House to build a swimming pool. It's all signed off on, if you can assure us that it's legal.



8 Some consideration is being given to Marriott to some sort of an invitation to various Heads of State to participate in Honor America Day ceremonies in 1976. We don't have to do that, but you might want to think about how you can give them some visibility in it; maybe we can just use Ambassadors, or maybe on the other hand we ought to have special delegations sent by the Heads of State.

9 The President has agreed to become Honorary Chairman of Honor America Day.



MAY 19 1975

THE WHITE HOUSE
WASHINGTON

May 19, 1975

MEMORANDUM FOR: JACK MARSH
FROM: DICK CHENEY *D*

Jack, you asked about the understandings with Mr. Marriott in your memo of May 10th.

Points number one and number three were definitely resolved as stated.

I've since gone back in on number two and been told that the President is agreeable to having some kind of a meeting for the Honor America Committee at the White House.

I assume this applies to 1976, and so it can go on the long-range calendar, rather than short-term. If that's not the case, then we need a schedule proposal fast.

Attachment

*File -
Check with
MARSH schedule
proposal. Above
may be OSE.
M*

THE WHITE HOUSE

WASHINGTON

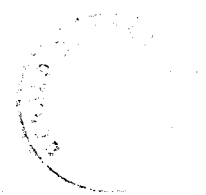
May 10, 1975

MEMORANDUM FOR: DICK CHENEY

FROM: JACK MARSH

Yesterday afternoon I met with Mr. Marriott and I pass on to you the following:

1. I explained to him the recent developments in reference to the pool, and worked out a mutually agreeable arrangement. He will make the Inaugural funds available on a stand-by basis should we need them.
2. He said that in his conversation with the President, the President agreed that the Honor America Committee could hold a meeting and reception thereafter in the White House. I assume you will take care of this.
3. I got him to see Phil Buchen and they worked out an arrangement on the President becoming Chairman of Honor America Day. It was agreed that he would be Chairman of the event on July 3, 1976.



THE WHITE HOUSE
WASHINGTON

MAY 27 1975

May 26, 1975

To: Jack Marsh
From: Phil Buchen

FYI





HonorAmerica

A program of the American Historic and Cultural Society, Inc.

Officers	General Chairmen	Congressional Sponsors	Honorary Chairwomen
Chairman J. Willard Marriott 5161 River Road Washington, D. C. 20016	Bob Hope Rev. Billy Graham	Hon. Carl Albert Hon. Thomas P. O'Neill, Jr. Hon. Gerald R. Ford Hon. Michael J. Mansfield Hon. Hugh Scott	Mrs. Dwight D. Eisenhower Mrs. Lyndon B. Johnson Mrs. Harry S. Truman
Vice Chairmen Hobart Lewis Leonard H. Marks			
Treasurer Charles S. O'Malley, Jr.			
Secretary and Gen. Counsel Herbert E. Marks			

May 20, 1975

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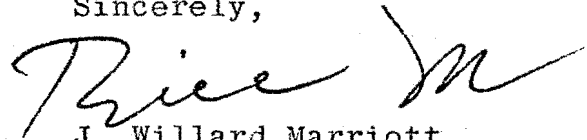
Dear Mr. Buchen:

Thanks for your recent letter. Our Honor America Committee is delighted that the President will be with us on July 3, 1976 at the Kennedy Center. We will do everything possible to make this a great occasion, one that will merit the attention of the whole nation as well as many parts of the world. We will only use his name in connection with the program of the event itself.

The recent decision in connection with Cambodia was certainly a good demonstration to the world that we mean business. I am sure everyone knows now that the President isn't going to let anyone push us around.

Best personal regards to you.

Sincerely,



J. Willard Marriott

Mr. Philip W. Buchen
Counsel to the President
The White House
Washington

Executive Director
John P. Cosgrove
527 National Press Building
Washington, D. C. 20004
202/628-3400



927 National Press Building, Washington, D.C. 20045

Mr. John Marsh

MAY 27 1975

MEETING NOTICE

special meeting of

The Bicentennial Fourth of July Committee
of the

AMERICAN HISTORIC AND CULTURAL SOCIETY INC.

Thursday, June 5, 1975
10:30 AM at
Key Bridge Marriott Hotel
Rosslyn, Virginia

In accordance with the minutes of the May 6, 1975 meeting of the Executive Committee, Chairman Marriott has scheduled subject meeting of the special Bicentennial Committee to meet with the Executive Committee to discuss the following items:

1. Historic documents publication, dummy layout and text material, including illustrations - Bob O'Brien
2. Fund raising and distribution of this 64-page publication in connection with nation-wide participation of public in the July 3, 1976 program - Al Cole
3. Chairman Marriott will report on his meeting with Vice Chairman Marks and Director Burch, and forthcoming meeting on June 13 in California

Other business to be discussed is the program and schedule for Opera House and/or Concert Hall at Kennedy Center, and the liaison with ARBA/White House and DC Bicentennial activities.

JOHN *Mc* COSGROVE

RSVP 202/628-3400
Nancy Beang



21 day salute June 14 through July 4

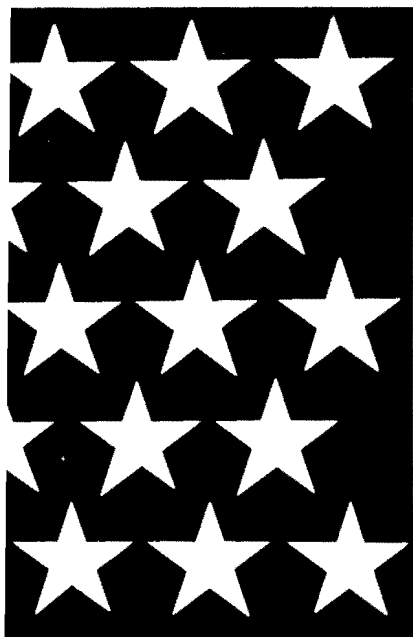
"We hold this annual celebration to remind ourselves of all the good done in the process of time, of how it was done and who did it and how we are historically connected with it. And we go from these meetings in better humor with ourselves—we feel more attached the one to the other and more firmly bound to the country we inhabit."

—Abraham Lincoln, July 4, 1858



FLAG DAY TO INDEPENDENCE DAY!

JUNE 14 THROUGH JULY 4, 1975



“... this great anniversary festival
ought to be commemorated as the
day of deliverance, by solemn
acts of devotion to God Almighty.
It ought to be solemnized with
pomp and parade, with shows,
games, sports . . .”

JOHN ADAMS
July 3, 1776

The HONOR AMERICA program of the American Historic and Cultural Society was designed to increase the knowledge of the American public about its cultural heritage, constitutional form of government, and history, also to commemorate the anniversary of the independence of the United States of America.

This is accomplished by the dissemination of educational materials on historic sites and state or federal facilities, and by the conduct, sponsorship or dissemination of information about musical and cultural events, featuring examples of American art, music and culture.

The events included in the programs consist of historic commemorative ceremonies, parades, erection of monuments, band concerts, festivals of American folklife, viewing of historic documents in public buildings, contemporary musical entertainment and fireworks displays. The entire program is non-political and non-partisan.

J. Willard Marriott, Chairman

The Fourth of July is for all America



GOVERNMENT LEADERS . . . COMMUNITY LEADERS . . . THE MEDIA . . . AND YOU

"Be Americans. Let there be no sectionalism, no North, South, East or West: You are all dependent one on another and should be one in union. In one word, be a nation: be Americans, and be true to yourselves."

—George Washington

CONGRESS

Members of the Congress of the United States join in proclaiming July 4 as a day to HONOR AMERICA so that all freedom-loving Americans might demonstrate to the world that while we face problems as individuals, and as a nation, we are proud of our country and the accomplishments of our constitutional form of government.

GOVERNORS

Proclamations by Governors on the anniversary of independence make this Independence Day a particularly meaningful day to HONOR AMERICA with appropriate State house celebrations.

MAYORS

Inspired by the words of our First President, Mayors across the nation stimulate the American spirit of patriotism and respect for individual liberties, and call

upon all citizens, service organizations, labor and management, churches, schools and lay groups to recognize this special day with appropriate observances. For only by honoring America's promise do we HONOR AMERICA itself.

LABOR AND MANAGEMENT

Leading participants in this annual program to HONOR AMERICA are representatives of our free enterprise society—the blue and the white collar workers (labor and management). Programs to HONOR AMERICA and those responsible for the fulfillment of human needs and freedom, remind us that economic repression is one of the indictments found in the Declaration of Independence. Labor's participation helps tell the nation that it must honor other founders than just the statesmen who argued the structures of our constitutional government into existence.

VETERANS, RELIGIOUS and CIVIC ORGANIZATIONS

Many organizations with existing celebrations starting on June 14, Flag Day, through July 4th, are encouraged to continue and expand these programs, to pro-

mote America and unity among all Americans as we approach the 200th anniversary of our independence on July 4, 1976. This year's 21-day salute in honor of the Flag and the birthday of the U.S.A. will be highlighted by the observance of these holidays.

NEWSPAPERS, RADIO, TV

What you see and hear about this 1975 program to HONOR AMERICA in a 21-day salute to Flag and Country, June 14 through July 4th, comes to you mainly through the media—newspapers, magazines, radio and television, all forms of print and mail. Read the editorials as well as the news pages, listen to your local radio, watch your TV for programs about the *Spirit of '76 . . . how you can participate in this splendid birthday present to each of us from all of us.*

. . . AND YOU

Communicate with your community leaders and officials about the celebration scheduled during this 21-day period. Has a proclamation been issued? What is your employer doing? Union officials? Special services at your place of worship? Town decorations? Games? Parades?

John Adams wrote the prescription for "this great anniversary festival" on July 3, 1776. You can help plan old-fashioned type celebrations in your area—community picnics and outings, neighborhood gatherings, block parties, family reunions and backyard cook-outs. Join in this non-partisan program of the American Historic and Cultural Society to HONOR AMERICA. As President Truman said in July 1970 when the program was founded: "It's time somebody did something like this for America." We hope you feel that way, too. Your cooperation and support are welcomed.

HERE ARE A FEW SUGGESTIONS:

- Adopt HONOR AMERICA celebrations in your community.
- Encourage the display of the American flag from June 14 through July 4.
- Invite local business leaders to include in their advertising an encouragement to their customers to join in the program to HONOR AMERICA.
- Encourage some sort of a locally sponsored program—some activity that will truly HONOR AMERICA.
- Develop a message for your local radio and television stations to encourage attendance at your celebration—and to encourage citizens to fly their American flags. ■

"We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America."

American Historic and Cultural Society, Inc.

927 National Press Building

Washington, D.C. 20045

Chairman: J. Willard Marriott

Vice Chairmen: Hobart Lewis; Leonard H. Marks

Honorary Chairmen:

Mrs. Dwight D. Eisenhower

Mrs. Lyndon B. Johnson

Mrs. Harry S. Truman

Congressional Sponsors:

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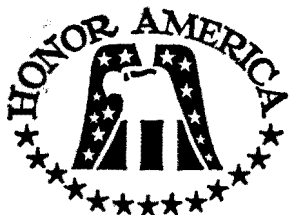
Roy Wilkins

C. Robert Yeager

Charles J. Zwick

Secretary and Gen. Counsel: Herbert E. Marks

Executive Director: John P. Cosgrove



927 National Press Building, Washington, D.C. 20045



Mr. John Marshall
The White House
Washington DC
20500

MAR 12 1976

THE WHITE HOUSE
WASHINGTON

M

March 10, 1976

MEMORANDUM FOR: JACK MARSH

FROM: TED MARRS
MILT MITLER

Jack, reference the memo from Ray Shafer about the July 4th weekend activities. There is a Schedule Proposal in (copy attached) for the President to present Medals of Freedom during Marriott "Honor America" program at the Kennedy Center on the evening of July 3rd. Thus far, there has been no reaction.

The parade to which Ray refers is a part of "Happy Birthday, USA". This is the Joe Danzansky effort for the weekend. Their plans include a parade on July 3rd, a pyrotechnics display that night and a ceremony the night of July 4th.

We believe since the parade and attendant activities are the result of efforts by an independant group, we should not interfere. They have been in touch with the local law enforcement agencies and have made the necessary requests which are approved after such things as security are taken into consideration.

Attachment (Schedule Proposal)

NOTE: The issuance of Medals of Freedom is by Executive Order and also calls for the creation of a Board to consider nominations and to recommend individuals. At the present time, the Executive Order is being worked in the Domestic Council. We have no feel for when it might come out.

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL FOR THE PRESIDENT

DATE: DECEMBER 12, 1975

FROM: TED MARRS *TM*

THRU: JACK MARSH *JM*

VIA: BILL NICHOLSON

PRESENTATION: Medals of Freedom to Selected Individuals.

DATE: July 3, 1976 during the "Honor America" Program at Kennedy Center.

PURPOSE: Medals of Freedom are awarded to individuals selected by the President who have contributed immeasurably to this nation. A presentation at this time would appropriately tie in with a significant Bicentennial event.

FORMAT: -Location: The stage of the Concert Hall, Kennedy Center for the Performing Arts.
-Participants: Selectees for the Award.
-Expected Length of Participation: 15 Minutes

CABINET PARTICIPATION: None

SPEECH MATERIAL: To be provided by Paul Theis.

PRESS COVERAGE: Full Press Coverage.

STAFF: Jack Marsh
Ted Marrs
Milt Mitler

RECOMMEND: Jack Marsh
Ted Marrs
Milt Mitler

OPPOSED: None

PREVIOUS PARTICIPATION: None

BACKGROUND: The original Medal of Freedom was established by Executive Order on July 6, 1945 and was to be awarded only to those who had performed a meritorious act or service which aided the United States in the prosecution of a war

against an enemy or enemies and for which an award of another United States medal or decoration was considered inappropriate. Further, that Executive Order stated that, "The Medal of Freedom shall not be awarded to a citizen of the United States for any act or service performed within the continental limits of the United States or to a member of the Armed Forces of the United States."

Since then, there have been several modifications with the last coming on February 15, 1963. This final modification established that the Medal of Freedom may be awarded by the President to any person who has made an especially meritorious contribution to (1) the security of national interests of the United States, or (2) world peace, or (3) cultural or other significant public or private endeavors. The Order also suggested that the announcement of the awards of the Medal shall normally be made annually, on or about July 4 of each year.

The "Honor America" program, which will be held at the Kennedy Center for the Performing Arts on the evening of July 3, 1976, will be dedicated to the Bicentennial. It will be a major event commemorating the 200th anniversary of our nation.

Mr. J. Willard Marriott, Chairman of the Board of the Committee which conducts the "Honor America" program annually, has suggested that the event in 1976 would be an appropriate place and time for the President to announce Medal of Freedom awards.

Previous Presidents, from President Truman in 1946 to President Nixon in 1974, have given a total of 139 Medals of Freedom. They have gone to a variety of outstanding Americans from all walks of life including medicine, the arts, industry, entertainment, research, the humanities and the space program. President Ford has not yet awarded a Medal of Freedom.

It would be appropriate for the President to use this platform for his first Medal of Freedom awards and it is suggested that six outstanding Americans be selected for this honor.

APPROVE _____ DISAPPROVE _____

THE WHITE HOUSE

WASHINGTON

March 8, 1976

3/9/76

MEMORANDUM FOR: TED MARRS
✓ MILT MITLER
RUSS ROURKE

FROM:

JACK MARSH



Governor Ray Shafer, a member of Vice President Rockefeller's staff, called me in reference to the following items:

1. A Freedoms Medal Award Ceremony sometime during the 4th of July celebration.
2. The question of whether or not there should be a parade in Washington on the 3rd, 4th or 5th of July.

Governor Shafer is strongly in favor of a Freedoms Medal Award ceremony, but he has reservations about the wisdom of a parade. He believes the dissent groups and militants in the city at that time could cause a scene that might prove disruptive of any parade.

I think Governor Shafer would like to explore this further with us, particularly the question of the Freedoms Medal Award.

THE WHITE HOUSE
WASHINGTON

March 9, 1976

TO: TED MARRS

FROM: JOHN O. MARSH, JR.



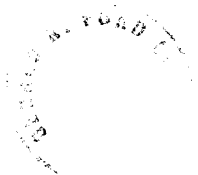
 For Direct Reply

 For Draft Response

 For Your Information

 X Please Advise

Comments please.!





OFFICE OF THE VICE PRESIDENT
WASHINGTON

March 5, 1976

MEMORANDUM FOR JOHN O. MARSH, JR.

FROM : GOVERNOR SHAFER *Ray*

SUBJECT: July 3rd Bicentennial Celebration

At the last meeting of the White House Bicentennial Committee, it was stated that there would be an "American Bicentennial Grand Parade" on July 3. I think this is an idea which should be reconsidered because of the possibility of disruptions by dissident groups at that time. I would hate to have our 200th birthday celebration be spoiled and have this fact be broadcast around the world. The other items already planned would seem to be more than adequate without the possibility of potential trouble which a parade would invite.

June 15, 1976

*Recent -
July 4th
Recent*

MEMORANDUM FOR:

JERRY JONES
BILL NICHOLSON

FROM:

JACK MARSH

Yesterday the President brought up the forthcoming meeting he is scheduled to have with Dr. Kimball, who is head of the Church of the Latter Day Saints. I believe this meeting is scheduled for sometime on July 2. In addition to that, he brought up his participation in the Honor America ceremonies, where he will hear the Mormon Tabernacle Choir, which is a part of the ceremonies at the Kennedy Center.

The President indicated it might be helpful at this event to have Dr. Kimball sit in the box with him. Also, he made a suggestion as to whether or not it would be helpful to have Senator Jake Garn also sit in the box. The discussions involving the Honor America ceremonies and the use of the Presidential box appear to be tentative at this stage.

The President requested that he be given some background information on both of these two proposed events.

JOM/dl
cc: Dick Cheney



JUN 22 1976

THE WHITE HOUSE

WASHINGTON

June 21, 1976

MEMORANDUM FOR: JACK MARSH
FROM: DAVE GERGEN
SUBJECT: Honor America Night

Bob Orben and I came by to see you late last week to convey the sense of the 9:30 staff meeting about Honor America Night.

A strong majority in that meeting felt that it would be inappropriate for the President to give a 10-minute speech -- either at the opening and especially at the close, just after Bob Hope. The majority felt instead that the President should appear just briefly on stage at the beginning of the evening -- perhaps for two minutes -- and then go up to the box. A minority felt that the President should appear only in the box at the beginning and then might say hello through the loud-speaking system that apparently extends to the box.

We realize that the organizers of this event prefer a substantial Presidential statement but our feeling is that this is not the proper forum and that it would not be in keeping with an evening of entertainment.

cc: Jerry Jones
Bill Nicholson
Terry O'Donnell
Bob Orben

*Dave, I agree, let's go
this way.*
gm





June 22, 1976

MEMORANDUM FOR: Mr. Warner

SUBJECT: "Honor America" Program

Here are the latest details of the special "Honor America" program to take place at the Kennedy Center:

Time: 8:00 p.m., Saturday, July 3, 1976

Place: John F. Kennedy Center for the Performing Arts,
Washington, D.C. (Concert Hall)

Contact: Mr. John Cosgrove
Executive Director
American Historic and Cultural Society, Inc.
927 National Press Building
Washington, D.C. 20045
Phone: 628-3400

Principals: The President
Mr. Leonard Marks
Honorable John W. Warner
Mr. J. Willard Marriott

A meeting was held on Monday, June 21, 1976, at the Kennedy Center to discuss this event. Representatives from the White House, Secret Service, Kennedy Center, "Honor America" Committee and ARBA took part in the planning.

There was discussion about having a buffet reception at 6:00 p.m. in the Atrium of the Kennedy Center with the Officers and Board of "Honor America" and a few selected guests (including Mr. Warner) present. It is hoped the President could also attend.

About 7:30 p.m., guests will leave the Atrium for the Concert Hall. The dress will be informal and tickets are required.

As of this date, the program is still being finalized but the general format is as follows:

8:00 p.m. - Mormon Tabernacle Choir (343 members) will be on stage
Army Band Herald Trumpets - Honors for the President
The President on stage
National Anthem - Choir and Audience

3 m

The President's Bicentennial message (Time to be determined)
Musical selection as the President returns to his box
"Let Freedom Ring Again" Show
(four themed segments with narration and vignettes)
Brief remarks by Mr. Leonard Marks
Short message by the Honorable John W. Warner
Music - "Battle Hymn of the Republic"

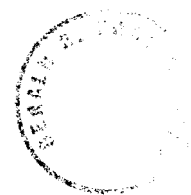
9:45 p.m. - Program should be over

Participants on the program, besides (the Mormon Tabernacle Choir, will include the Reverend Billy Graham, Bob Hope, Art Linkletter, Andy Devine, Sammy Davis, Jr., and George Kennedy.



Dick Bain
Deputy Director, Special Events

Copy to: Miss McKee
Capt. Hetu
Mr. Eiges
Mr. Hall



JUN 25 1976

THE WHITE HOUSE
WASHINGTON

June 24, 1976

MEMORANDUM FOR:

JACK MARSH
RED CAVANEY
DICK KEISER

FROM:

WILLIAM W. NICHOLSON *WWT*

SUBJECT:

Approved Presidential Activity

Please take the necessary steps to implement the following and confirm with Mrs. Nell Yates, ext. 2699. The appropriate briefing paper should be submitted to Dr. David Hoopes by 4:00 p.m. of the preceding day.

Meeting: Attend "Honor America" Program

Date: Sat., July 3, '76

Time: 8:30 p.m.

Duration:

Location: The Kennedy Center

Press Coverage:

Purpose:

cc: Mr. Cheney
Mr. Hartmann
Mr. Mitler
Dr. Connor
Dr. Hoopes
Mr. Nessen
Mr. Jones
Mr. Smith
Mr. O'Donnell
Mrs. Yates
Col. Riley
Mrs. Gemmell
Miss Porter
Dr. Marrs



6/24/76
10:00 am

PROPOSED SCHEDULE

THE PRESIDENT'S VISIT TO
THE KENNEDY CENTER

Saturday, July 3, 1976

7:10 pm The President and Mrs. Ford board motorcade on
South Grounds.

MOTORCADE DEPARTS South Grounds en route
Kennedy Center.

[Driving time: 10 minutes]

7:20 pm MOTORCADE ARRIVES Kennedy Center for "Honor
America" Bicentennial Program.

OPEN PRESS COVERAGE
CLOSED ARRIVAL

The President & Mrs. Ford will be met by:
J. Willard Marriott, Event Chairman

The President and Mrs. Ford, escorted by Mr. Marriott,
proceed to Atrium Room for pre-performance reception.

7:25 pm The President and Mrs. Ford arrive reception and informally
greet program performers, Members of Congress and the
Diplomatic Corps, special guests, and host committee
members.

PRESS POOL COVERAGE
ATTENDANCE: 250

7:50 pm Guests depart reception and proceed to Concert
Hall for program.

7:55 pm The President and Mrs. Ford, escorted by Mr. Marriott,
depart Atrium Room and proceed to off-stage announcement
area for a brief pause.

8:00 pm "Ruffles & Flourishes"
Announcement
"Hail to the Chief"



8:01 pm The President and Mrs. Ford, escorted by Mr. Marriott, enter the Concert Hall and onto stage.

PRESS POOL COVERAGE
ATTENDANCE: 2,700

8:02 pm The President and Mrs. Ford arrive stage and are seated.

8:02 pm Welcoming remarks by Master of Ceremonies, Art Linkletter.

8:04 pm Invocation by Rev. Billy Graham.

8:07 pm Presentation of the Colors.

8:09 pm National Anthem by the Mormon Tabernacle Choir.

8:12 pm Introduction of Bob Hope by Art Linkletter.

8:13 pm Introduction of the President by Bob Hope.

8:15 pm Presidential remarks.

FULL PRESS COVERAGE

8:20 pm Remarks conclude.

The President and Mrs. Ford, escorted by Mr. Marriott, depart stage en route Presidential Box.

NOTE: The Tabernacle Choir will sing while the President & Mrs. Ford proceed to Presidential Box.

8:25 pm The President and Mrs. Ford arrive Presidential Box.

8:25 pm Bob Hope monologue.

8:35 pm Mormon Tabernacle Choir program begins.

9:55 pm Mormon Tabernacle Choir program concludes.

9:55 pm The President and Mrs. Ford depart Presidential Box en route motorcade for boarding.



10:05 pm MOTORCADE DEPARTS Kennedy Center en route
South Grounds.

[Driving time: 10 minutes]

10:15 pm . MOTORCADE ARRIVES South Grounds.



SPEECH #3 - KENNEDY CENTER

I have been studying up for these stirring days of our Bicentennial birthday, and it occurred to me that the United States is probably the only country on earth that puts "the pursuit of happiness" right after life and liberty among the God-given rights of every human being.

Now when Jefferson wrote that, he pulled off an historic switch. For a long time English law had used the phrase "life, liberty and property" to describe the most precious things that couldn't be taken away from anybody without due legal process. But Jefferson dropped "property" in the Declaration of Independence and substituted "the pursuit of happiness." Nobody seemed to object, although the Constitution put property back in.

Like any good politician, Jefferson knew how to say exactly what he meant and also when not to say exactly. So life and liberty are plain enough to everybody, but Jefferson never did say what the pursuit of happiness consists of. If



we have liberty, how each of us pursues happiness is up to us.

However you define it, the United States of America has been a happy nation over the past 200 years. Not everybody is happy and nobody is happy all the time, but most of the people have been happy most of the time. Even in our darkest hours, we have managed a little fun.

I certainly knew what happiness was when I was a boy. It was the Fourth of July. For weeks we would save up our pennies, nickels and dimes and then at the last moment Dad would come through with a couple of whole dollars for skyrockets. You'd wake at the first crackle of sidewalk salutes and rush to the window to see if the weather was good. There'd be the big Flag to hang on the front porch, and the ice cream freezer to turn, and the first big spoonful that gave you a headache.

Then there were parades, and bands, and those long speeches -- of which this won't be one. There would be a picnic,

probably with your awful cousins who put on such fancy airs, and softball games, and the interminable wait until it got dark enough for the Roman candles, and sparklers for the little ones, who really liked the lightning bugs better.

When it was all over, you went to bed happy because you knew it would happen all over again the next Fourth of July. And here we are on the eve of our 200th -- the greatest Fourth of July any of us will ever see.

There are times for solemn ceremonies, and there will be many reverent thanksgivings all over America this week and next. But we Americans are uncomfortable with too much solemnity. We like to make a joyful noise unto the Lord, and to sing our country's praise with grateful hearts.

Laughter and liberty go well together. Ragtime and jazz as well as hymns and spirituals set the beat of our American adventure. We have exported America's happiness to the world with our gramophones, our movies, our own talented performers.

Americans sang on the riverboats, danced around the wagon trains, joked as they marched into battle, all along our 200 year journey. We took all the arts of those who joined up with us and made new arts of our own. No nation has a richer heritage than we do for America has it all.

We are a happy people because we are a free people, and while we have our faults and our failures, tonight is not the time to parade them. Rather let's look to our third century as the century in which freedom finds fulfillment in even greater creativity and individuality.

Tonight we salute the pursuit of happiness as we listen to our exciting past in song and story. John Adams wrote his wife Abigail that he expected this glorious anniversary to be observed down through the ages "with Shews, Games, Sports, Guns, Bells, Bonfires and Illuminations from one End of this Continent to the other."

So, break out the flags, strike up the band, light up the sky and let the whole wide world know that the United States

of America is about to have another happy birthday, still going strong at 200, and in the words of the great Al Jolson -- You ain't seen nothin' yet.

#

~~Jack Marsh~~
Jack Marsh

PRESIDENTIAL REMARKS AT THE KENNEDY CENTER

HONOR AMERICA

JULY 3, 1976

THERE ARE TIMES FOR SOLEMN CEREMONIES, AND THERE
WILL BE MANY REVERENT THANKSGIVINGS ALL OVER AMERICA THIS
WEEK AND NEXT. BUT WE AMERICANS ARE UNCOMFORTABLE
WITH TOO MUCH SOLEMNITY. WE LIKE TO MAKE A JOYFUL NOISE
UNTO THE LORD, AND TO SING OUR COUNTRY'S PRAISE WITH
GRATEFUL HEARTS.

LAUGHTER AND LIBERTY GO WELL TOGETHER.

RAGTIME

AND JAZZ AND MARCHES AS WELL AS HYMNS AND SPIRITUALS

SET THE BEAT OF OUR AMERICAN ADVENTURE.

WE HAVE EXPORTED

AMERICA'S HAPPINESS TO THE WORLD WITH OUR GRAMOPHONES,

OUR MOVIES, OUR OWN TALENTED PERFORMERS.

AMERICANS SANG ON THE RIVERBOATS, DANCED
AROUND THE WAGON TRAINS, JOKED AS THEY MARCHED INTO
BATTLE, ALL ALONG OUR 200 YEAR JOURNEY. WE TOOK ALL
THE ARTS OF THOSE WHO CAME TO JOIN THE AMERICAN ADVENTURE
AND MADE NEW ARTS OF OUR OWN. NO NATION HAS A RICHER
HERITAGE THAN WE DO -- FOR AMERICA HAS IT ALL.



THE UNITED STATES IS PROBABLY THE ONLY COUNTRY ON
EARTH THAT PUTS "THE PURSUIT OF HAPPINESS" RIGHT AFTER LIFE
AND LIBERTY AMONG THE GOD-GIVEN RIGHTS OF EVERY HUMAN
BEING.



WHEN JEFFERSON WROTE THAT, HE PULLED OFF AN
HISTORIC SWITCH. FOR A LONG TIME ENGLISH LAW HAD USED
THE PHRASE "LIFE, LIBERTY AND PROPERTY" TO DESCRIBE THE
MOST PRECIOUS THINGS THAT COULDN'T BE TAKEN AWAY FROM
ANYBODY WITHOUT DUE LEGAL PROCESS. BUT JEFFERSON DROPPED
"PROPERTY" IN THE DECLARATION OF INDEPENDENCE AND SUBSTITUTED
"THE PURSUIT OF HAPPINESS."

LIKE ANY GOOD POLITICIAN, JEFFERSON KNEW HOW TO
SAY EXACTLY WHAT HE MEANT WHEN HE WANTED TO. SO LIFE
AND LIBERTY ARE PLAIN ENOUGH TO EVERYBODY, BUT JEFFERSON
NEVER DID SAY WHAT HE MEANT BY THE PURSUIT OF HAPPINESS.
IF WE HAVE LIBERTY, HOW EACH OF US PURSUES HAPPINESS IS
UP TO US.



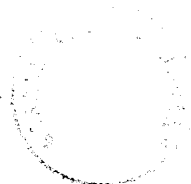
HOWEVER YOU DEFINE IT, THE UNITED STATES OF
AMERICA HAS BEEN A HAPPY NATION OVER THE PAST 200 YEARS.
NOBODY IS HAPPY ALL THE TIME, BUT MOST OF THE PEOPLE HAVE
BEEN HAPPY MOST OF THE TIME. EVEN IN OUR DARKEST HOURS,
WE HAVE MANAGED A LITTLE FUN.

I KNEW WHAT HAPPINESS WAS WHEN I WAS A BOY.

IT WAS THE FOURTH OF JULY. FOR WEEKS WE WOULD SAVE UP
OUR PENNIES, NICKELS AND DIMES / AND THEN AT THE LAST MOMENT
DAD WOULD COME THROUGH WITH A COUPLE OF DOLLARS FOR
SKYROCKETS. YOU'D WAKE AT THE FIRST CRACKLE OF SIDEWALK
SALUTES AND RUSH TO THE WINDOW TO SEE IF THE WEATHER WAS
GOOD.



THERE'D BE THE BIG FLAG TO HANG ON THE FRONT PORCH, AND
THE ICE CREAM FREEZER TO TURN, AND THE FIRST BIG SPOONFUL
THAT GAVE YOU A HEADACHE.



WHEN IT WAS ALL OVER, YOU WENT TO BED HAPPY

BECAUSE YOU KNEW IT WOULD HAPPEN ALL OVER AGAIN THE NEXT

FOURTH OF JULY. AND HERE WE ARE ON THE EVE OF OUR

200TH -- THE GREATEST FOURTH OF JULY ANY OF US WILL EVER

SEE.



THEN THERE WERE PARADES, AND BANDS, AND THOSE
LONG SPEECHES -- THIS WON'T BE ONE. THERE WOULD BE A
PICNIC, AND SOFTBALL GAMES, AND THE ENDLESS WAIT UNTIL IT
GOT DARK ENOUGH FOR THE ROMAN CANDLES, AND SPARKLERS
FOR THE LITTLE ONES, WHO REALLY LIKED THE LIGHTNING BUGS
BETTER.



WE ARE A HAPPY PEOPLE BECAUSE WE ARE A FREE PEOPLE,
AND WHILE WE HAVE OUR FAULTS AND OUR FAILURES, TONIGHT
IS NOT THE TIME TO PARADE THEM. RATHER LET'S LOOK TO
OUR THIRD CENTURY AS THE CENTURY IN WHICH FREEDOM FINDS
FULFILLMENT IN EVEN GREATER CREATIVITY AND INDIVIDUALITY.

TONIGHT WE SALUTE THE PURSUIT OF HAPPINESS AS WE
LISTEN TO OUR EXCITING PAST IN SONG AND STORY. TWO
HUNDRED YEARS AGO THIS VERY DAY/JOHN ADAMS WROTE HIS
WIFE ABIGAIL THAT HE EXPECTED THE GLORIOUS ANNIVERSARY OF
INDEPENDENCE TO BE OBSERVED DOWN THROUGH THE AGES "WITH
SHOWS, GAMES, SPORTS, GUNS, BELLS, BONFIRES AND
ILLUMINATIONS FROM ONE END OF THIS CONTINENT TO THE OTHER."



SO, BREAK OUT THE FLAGS, / STRIKE UP THE BAND, /

LIGHT UP THE SKY AND LET THE WHOLE WIDE WORLD KNOW THAT THE

UNITED STATES OF AMERICA IS ABOUT TO HAVE ANOTHER HAPPY

BIRTHDAY, / STILL GOING STRONG AT 200, / AND IN THE WORDS OF

THE GREAT AL JOLSON -- YOU AIN'T SEEN NOTHIN' YET!

END OF TEXT

