

**The original documents are located in Box 70, folder “Presidential Messages and Proclamations (1)” of the John Marsh Files at the Gerald R. Ford Presidential Library.**

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JAN 27 1975

**STRAIGHT WIRE ----- January 23, 1974**

Mr. Sylvan Meyer  
Chairman of the Board  
Third Century, USA  
Suite 601  
1451 North Bayshore Drive  
Miami, Florida 33132



I warmly commend all who participate in plans for the celebration of our National Bicentennial. Your efforts are symbolic of your deep sense of patriotism and civic pride. They also reflect the vitality and spirit of America.

I wholeheartedly welcome your commitment to help make our Nation's two hundredth birthday a fitting and memorable occasion for all of us.

**GERALD R. FORD**

GRF:Hasek:jem  
cc: D.E. Downton/R. Nessen/J. Marsh/R. Rourke/P. Theis/E. Hasek/CF  
EVENT: Jan. 24, 1975



JAN 27 1975

JUL 7 1975

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

July 7, 1975

MEMORANDUM FOR: GENERAL ADAMS  
 JACK MARSH ✓  
 RON NESSEN  
 JACK HUSHEN  
 BILL ROBERTS  
 LIZ O'NEILL  
 MILT MITLER

FROM: BOB MEAD

SUBJECT: PRESIDENTIAL BICENTENNIAL MESSAGES

We have been receiving many requests on an individual basis from television stations around the country for a Bicentennial message from the President. Obviously, we cannot fulfill all of these requests individually.

However, the President will videotape a 30 second and 60 second Bicentennial message on Wednesday, July 9, at 4:30 PM in the Cabinet Room. The major television networks have agreed to videotape the messages for us and also to "feed" to all three network affiliates the spots on their afternoon syndication broadcasts. This will make it available to all stations affiliated with CBS, ABC, NBC. They have also agreed to re-feed it in 3-4 months.

The networks will provide the White House with two videotapes; one for our own archival purposes, and one for "loan-out" to television stations not affiliated with networks such as independents, i. e. Westinghouse, Metromedia, etc. These stations can then take our tapes and make tape dub copies for their own use.

If there are inquiries into your offices for such a message, please refer them to my office for distribution arrangements. Stations must be informed that it will be their responsibility to tape at their own expense and return the "loan-out" tape immediately.

cc: Helen Collins  
 Cdr. Coates  
 Maria Downs  
 Press Office  
 WHCA VTR



October 8, 1975

MEMORANDUM FOR:       RUSS ROURKE

FROM:                    JACK MARSH

I want to get something in writing today to Hartmann on the need for a Presidential statement on the Bicentennial the founding of the United States Navy. I think Rumsfeld should be carboned on this too.

JOM/dl



*Bicentennial*

*Bucen*

October 9, 1975

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH

I think some thought should be given to getting senior Navy PR types, who do history, recruiting, public relations, etc., together with Paul Theis today. I am referring to the Heritage Program in the United States Navy, which was a part of their recruiting theme. I am certain there is background material and leadership in this part of the Navy's efforts which can be made available to Paul for the purpose of his Bicentennial statement for the President. Also, please note the suggestion I made to Paul for a message by the Commander-in-Chief to all hands.

JOM/dl



*Brecentennial*

October 9, 1975

MEMORANDUM FOR:       PAUL THEIS  
FROM:                    JACK MARSH

In reference to the President's statement on the 200th founding of the United States Navy, why don't you give some consideration to whether or not his statement can be sent through Defense channels to all hands. In addition to his making a statement to direct public attention to this, it seems to me that he might direct some message as Commander-in-Chief to the officers and the men of the Navy, both afloat and ashore. You will recall there was a Heritage Program in the Navy several years ago and it seems to me you could tie into this.

JOM/dl



OCT 9 1975

THE WHITE HOUSE  
WASHINGTON

10/16/75

TO: Jack Marsh

FROM: PAUL THEIS

Thanks for the suggestion. We  
have worked through Bill Middendorf's  
office to get this out to Navy hands.



*Bicentennial*

THE WHITE HOUSE

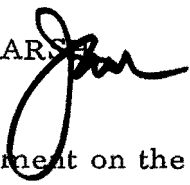
WASHINGTON

OCT 10 PM 12 27

October 9, 1975

MEMORANDUM FOR: PAUL THEIS

FROM: JACK MARSH



In reference to the President's statement on the 200th founding of the United States Navy, why don't you give some consideration to whether or not his statement can be sent through Defense channels to all hands. In addition to his making a statement to direct public attention to this, it seems to me that he might direct some message as Commander-in-Chief to the officers and the men of the Navy, both afloat and ashore. You will recall there was a Heritage Program in the Navy several years ago and it seems to me you could tie into this.



*Bi-centennial*

THE WHITE HOUSE

WASHINGTON

October 24, 1975

MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE *R*

I discussed the Thanksgiving Day Proclamation with Ted Marrs. He accurately points out that, in paragraph 2 of the proposed proclamation, reference is made only to those "people from every Nation in the world who for 200 years ~~have~~ <sup>have</sup> come to America, etc." It fails to take note of those who were already here ... the American Indian ... this would be a real oversight.

*Advise Paul Theris  
Sent 10/27*

*M*

Date: October 23

Time: 411pm OCT 24 1975

FOR ACTION: Ted Marrs  
Max Friedersdorf  
Ken Lazarus  
Paul Theis

cc (for information): ~~Jack Marsh~~ ✓  
~~Jim Cavanaugh~~  
Warren Hendriks

*EAR*

FROM THE STAFF SECRETARY

DUE: Date: October 24

Time: 400pm

SUBJECT:

Proclamation: Thanksgiving Day

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

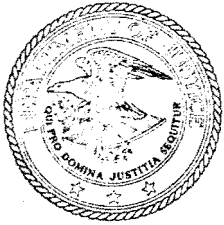
REMARKS:

Please return to Judy Johnston, Ground Floor West Wing

**PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.**

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

FOR THE STAFF SECRETARY



Office of the Attorney General  
Washington, D. C. 20530

OCT 21 1975

The President,

The White House.

My dear Mr. President:

I am herewith transmitting a proposed proclamation entitled  
"Thanksgiving Day, 1975."

This proposed proclamation was presented by the American Revolution Bicentennial Administration and has been forwarded for the consideration of this Department as to form and legality by the Office of Management and Budget, after minor revision in that agency.

The proposed proclamation is approved as to form and legality.

Respectfully,

A handwritten signature in cursive script, appearing to read "Antonin Scalia".

Antonin Scalia  
Assistant Attorney General  
Office of Legal Counsel

OCT 21 1975

MEMORANDUM

Re: Proposed Proclamation Entitled "Thanksgiving Day, 1975"

The attached proposed proclamation was presented by the American Revolution Bicentennial Administration and has been forwarded for the consideration of this Department as to form and legality by the Office of Management and Budget with the approval of the Director, after minor revision in that agency.

The proposed proclamation proclaims Thursday, November 27, 1975, as a day of national thanksgiving. Section 6103 of Title 5, United States Code, designates the fourth Thursday of each November as Thanksgiving Day and makes that day a legal public holiday. It does not request the President to issue a proclamation with respect to Thanksgiving Day. However, the President may do so if he wishes, and similar proclamations have been issued annually for many years.

The proposed proclamation is acceptable as to form and legality.

Antonin Scalia  
Assistant Attorney General  
Office of Legal Counsel



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503

GENERAL COUNSEL

OCT 8 1975

Honorable Edward H. Levi  
Attorney General  
Washington, D. C. 20530

Dear Mr. Attorney General:

There is enclosed, in accordance with the provisions of Executive Order No. 11030, as amended, a proposed proclamation entitled "Thanksgiving Day, 1975."

The proposed proclamation, along with the enclosed transmittal letter, was submitted by the American Revolution Bicentennial Administration, and calls for the observance of Thursday, November 27, 1975, as Thanksgiving Day. It has been slightly revised in this office but no change has been made in the basic sentiment expressed therein.

The issuance of this proposed proclamation is based on tradition and is in accord with Section 6103 of Title 5 of the United States Code, making Thanksgiving Day a legal holiday.

The proposed proclamation has the approval of the Director of the Office of Management and Budget.

Sincerely,

(Signed) William M. Nichols

William M. Nichols  
Acting General Counsel

Enclosures



THANKSGIVING DAY, 1975

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Two hundred years ago the frontier colonies of America were bracing for a long and determined conflict with the strongest military power of colonial times. The petition of our Founding Fathers for redress of their grievances was rejected by King and Parliament, and the people of America began to build this great Nation whose origin was later described by President Lincoln as "conceived in liberty and dedicated to the proposition that all men are created equal."

Our Nation is the oldest continuously surviving republic in the world. For 200 years our freedoms have been questioned, challenged, tested, and reinforced. Our freedoms have shaped our destiny while serving as a beacon to other peoples. Our Nation is made of people of every creed, of every color, of every race--people from every nation in the world who for 200 years have come to America to share in the work of democracy and to make a new nation with a new hope.

On the eve of our 200th year, Thanksgiving Day should be a day of special reflection upon the qualities of heart, mind, and character of the men and women who founded and built our great Nation. Let us join in thanksgiving for our cultural pluralism. Let us celebrate our diversity and the great strengths we have drawn not from melting, but from sharing our traditions, our ideas, our resources, our hopes, and our dreams. Let us be grateful that for 200 years our

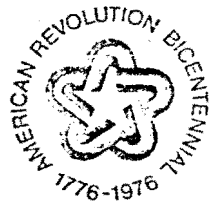
people have been dedicated to continue the search for fulfillment of the democratic ideal and to secure "liberty and justice for all."

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, in accord with Section 6103 of Title 5 of the United States Code, do hereby proclaim Thursday, November 27, 1975, as a day of national thanksgiving.

Let each of us, in his own way, join in expressing personal gratitude for the blessings of liberty, peace, and abundance which are ours today, and in so doing, let us reaffirm our belief in a dynamic spirit that will continue to nurture and guide us as we prepare to meet the challenge of Century III.

I call upon all Americans on this day to gather together with family, friends, and loved ones, in homes and places of worship, to join in offering gratitude for the countless blessings our people enjoy, and to share with our senior citizens and with those less fortunate than ourselves, this special day that brings us all closer together.

IN WITNESS WHEREOF, I have hereunto set my hand this                    day of                    , in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.



October 2, 1975

Mr. William M. Nichols  
Acting General Counsel  
Office of Management and Budget  
Executive Office of the President  
Washington, D.C. 20503

Dear Mr. Nichols:

In accordance with your request of September 5, 1975, to Mr. John W. Warner, Administrator, American Revolution Bicentennial Administration, there is enclosed a proposed draft proclamation for Thanksgiving Day 1975. Please let us know if we can be of further assistance.

In the Spirit of '76,

A handwritten signature in cursive script, appearing to read "Eugene J. Skora".

Eugene J. Skora  
General Counsel

Enclosure



Bicent

November 21, 1975

MEMORANDUM FOR: BOB HARTMANN  
TED MARRS  
RUSS ROURKE

FROM: JACK MARSH

SUBJECT: Bicentennial Messages

In reference to the conversation we had yesterday with Eliska Hasek, it seems to me that Bicentennial messages that are incorporated in publications, such as yearbooks, would be a very helpful thing.

Therefore, it seems to me that it would be useful to follow-up on this type of request and see if they cannot be honored.

JOM/dl



Jack -



Please note  
each of the  
attachments,  
especially the  
letter from  
the TT; it is  
quite good!  
Russ

THE WHITE HOUSE  
WASHINGTON

M

November 24, 1975

MEMORANDUM FOR: JACK MARSH  
BOB HARTMANN

FROM: TED MARRS *TM*

SUBJECT: BICENTENNIAL MESSAGES

Your suggestion concerning Bicentennial messages for publications, yearbooks and the satisfaction of other significant requests, has been implemented.

We are using the message attached, which is intended for special printing, as a typewritten message with the final paragraph modified to fit the group to which it is being sent. I believe this will satisfy the requirement and permit us to respond to all requests which merit a Presidential message for the Bicentennial.

Attachment

✓


THE WHITE HOUSE

WASHINGTON

November 21, 1975

NOV 24 1975

MEMORANDUM FOR: BOB HARTMANN  
✓ TED MARRS  
RUSS ROURKE

FROM: JACK MARSH 

SUBJECT: Bicentennial Messages

In reference to the conversation we had yesterday with Eliska Hasek, it seems to me that Bicentennial messages that are incorporated in publications, such as yearbooks, would be a very helpful thing.

Therefore, it seems to me that it would be useful to follow-up on this type of request and see if they cannot be honored.

# A Bicentennial Message

*By the President of the  
United States of America*

July 4, 1976 marks the beginning of our Third Century - as an INDEPENDENT NATION and the 200th Anniversary - of the AMERICAN REVOLUTION. For two centuries *our Nation has grown, changed and flourished*. A diverse people, drawn from all corners of the EARTH, have joined together to *fulfill the Promise of Democracy*.

AMERICA'S BICENTENNIAL is rich in History and in the *promise and potential* of the years that lie Ahead. It is about the events of our PAST, our ACHIEVEMENTS, our TRADITIONS, our DIVERSITY, our FREEDOMS, our form of GOVERNMENT and our continuing COMMITMENT to a better LIFE for all AMERICANS. The BICENTENNIAL offers each of us the OPPORTUNITY to join with our fellow CITIZENS in *honoring the Past and preparing for the Future* in COMMUNITIES across the Nation. Thus, in *joining together as RACES, NATIONALITIES, and INDIVIDUALS*, we also retain and strengthen our TRADITIONS, BACKGROUND AND *personal FREEDOM*.

As we lay the cornerstone of AMERICA'S Third Century, your very SPECIAL PART in this great National UNDERTAKING IS MOST COMMENDABLE.

## THE WHITE HOUSE

WASHINGTON

Next year marks the beginning of our Third Century as an independent Nation as well as the 200th Anniversary of the American Revolution. For two centuries our Nation has grown, changed and flourished. A diverse people, drawn from all corners of the earth, have joined together to fulfill the promise of democracy.

America's Bicentennial is rich in history and in the promise and potential of the years that lie ahead. It is about the events of our past, our achievements, our traditions, our diversity, our freedoms, our form of government and our continuing commitment to a better life for all Americans. The Bicentennial offers each of us the opportunity to join with our fellow citizens in honoring the past and preparing for the future in communities across the Nation. Thus, in joining together as races, nationalities, and individuals, we also retain and strengthen our traditions, background and personal freedom.

As we lay the cornerstone of America's Third Century, your very special part in this great national undertaking, the production of a Bicentennial edition of THE BELL for the 1976 class of the United States Army Command and General Staff College, is most commendable.

MEMORANDUM

DEC 12 1975

THE WHITE HOUSE  
WASHINGTON



December 11, 1975

MEMORANDUM FOR: TED MARRS

FROM: JIM CONNOR

In your memorandum of November 14th you recommended that a Presidential Bicentennial Statement be filmed (16 mm) to be sent, on request, to groups for use at their meetings throughout the nation.

Bob Mead can make arrangements for the filming of the Presidential message and it should probably be done on the same day the President films his New Year's Day proclamation.

To confirm the discussion today, Paul Theis will prepare the 60 second statement and forward it to Bill Nicholson for attachment to the schedule proposal.

cc: Jack Marsh ✓  
Paul Theis  
Bill Nicholson  
Milt Mitler  
Bob Mead

THE WHITE HOUSE  
WASHINGTON

Jack -

This is a good idea,  
but it should have  
gone to Connor through  
you - perhaps Ted  
told you about it  
verbally?

Bill





DEC 5 1975

THE WHITE HOUSE  
WASHINGTON

December 4, 1975

MEMORANDUM FOR:       RON NESSEN  
                              BOB MEAD

FROM:                     JIM CONNOR

I'd appreciate having your views on the proposal by Ted Marrs that we do a Presidential Bicentennial statement on film for use at various meetings around the country.

encl.

cc: Jack Marsh ✓

*You're right*  
*1. Get Ted on channels.*  
*2. Ask Jim to help.*

THE WHITE HOUSE

WASHINGTON

November 14, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: TED MARRS *TJM*

As we draw closer to 1976, we are receiving more and more requests for a Presidential Bicentennial statement on film which can be used at various meetings around the nation. In many cases, the requests come from groups which are planning Bicentennial commemorative activities and would like to have the President attend but realize this is not possible. Although a prepared message would be acceptable as an alternative, there would be greater impact if the President's remarks were on film. I envision about a five minute presentation with the President reiterating some of the things he has already said at the Old North Church, Concord, Fort McHenry, etc.

I know there would be a cost involved in this but I believe the values gained in terms of the President identifying himself with the Bicentennial activities around the country, which he has espoused, would far exceed the cost.

I would appreciate your assistance in helping to bring this about.

THE WHITE HOUSE  
WASHINGTON



December 20, 1975

MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE

A handwritten signature, likely "Russ Rourke", is written over the printed name "RUSS ROURKE".

Jack, please note that the Bicentennial message taping is not on the schedule for Monday. There may be a FCC equal time problem here. I am working with Milt, Nicholson and Theis on this today. Will keep you advised.

THE WHITE HOUSE  
WASHINGTON

December 19, 1975

MEMORANDUM FOR: BOB MEAD  
PAUL THEIS

FROM: WILLIAM W. NICHOLSON *WWN*

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: TAPING SESSION

Date: Mon., Dec. 22, '75      Time: 12:00 p.m.      Duration: 10 mins.

Location:

Press Coverage:

Purpose: Tape Christmas Message, and New Year's Message to be used at Tournament of Roses event.

cc: Mr. Cheney  
Mr. Hartmann  
~~Mr. Marsh~~  
Dr. Connor  
Dr. Hoopes  
Mr. Jones  
Mr. Nessen  
Mr. O'Donnell  
Mrs. Yates  
Dr. Goldwin  
Dr. Marrs  
Mr. Mitler



DEC 22 1975

THE WHITE HOUSE  
WASHINGTON

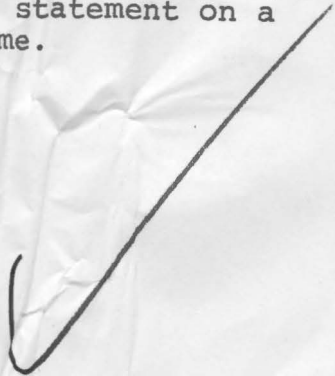
TO: John Marsh

FROM: Robert A. Goldwin

*LC by rd*

COMMENTS: This is a draft  
I prepared at Jim Cannon's request  
of a New Year's statement on a  
bicentennial theme.

12/22/75



(Goldwin)

First Draft  
12/22/75

New Year's Day, 1976, marks the beginning of our bicentennial year. Behind us are 200 years of struggle and accomplishment, 200 years of disappointments and triumphs.

Now we stand at the beginning of our Third Century of national life.

Our national life began in danger and with uncertain prospects that we could achieve national independence or sustain it. But we won that struggle and today we are the oldest unchanged constitutional republic in the world.

We began our national life in a world hostile to our founding principles. Never before had a people founded a nation on universal human rights and the principle that all legitimate political authority derives from the people themselves.

That great legacy bears with it tremendous responsibilities. We have always known that there is something special about us because of the way we were founded. To illustrate this we need only ask one simple question, what makes us "one people"?

After all, our population is composed of countless nationalities, colors, races, and creeds.

What holds us together as one people is not national origin nor a common religion, but rather it is allegiance to the principles that founded us: justice for all, and the equal right of every human being to life, liberty, and the pursuit of happiness.

This year, beginning on this New Year's Day and continuing throughout our observance of the bicentennial, I call on all Americans to keep in mind these sobering thoughts:

--First, much of the world is still hostile to the idea that the people can and must govern themselves. Most of the rulers of the world do not believe in political liberty, nor do they practice it--although many of them preach it. They do not allow freedom of speech, freedom of assembly, freedom of the press, or freedom of religion.

We still live in a world hostile and dangerous to those nations, like ourselves, who believe in and practice government by the consent of the governed. Because we <sup>ARE</sup> a minority in the

world, <sup>WE</sup> must remain vigilant. The enemies of liberty are still strong and numerous and persistent.

--Second, we must keep in mind that we are men and women, not angels. We are not perfect. It is unreasonable for us to demand perfection of ourselves, as individuals and as a nation. But we are right to set very high standards and to demand much of ourselves. We are wrong to lose faith in ourselves if we sometimes fall short of our standards. We have sound principles to guide us, and that is the source of our strength. But human beings are fallible, and we often do less than our best. It is true that too often, in practice, we do not respect the equality of rights of all persons, we do not follow our own precepts of equal justice, and crimes are committed by persons in high places, in and out of government, much to our shame.

But from this frank acknowledgment of human fallibility we must draw the right conclusions. It does not mean that we are no better than other nations with tyrannical governments. We are better, because our aspirations are higher. I mean our aspirations for liberty and human decency, in a world in which the people of many other nations cannot realistically



*ANYTHING BUT*  
hope for <sup>^</sup>regimentation and even degradation.

The essential fact is that we always have a standard to guide us to better accomplishments, to the full realization of a nation committed to liberty, equality, and justice. You don't have to be an angel to be on the side of the angels. Right principles sustain our faith and pride in ourselves as Americans.

The world has changed in remarkable ways since 1776, but one thing has remained remarkably unchanged--the constitutional system of government under which this nation lives. When we see how little progress political liberty has made in the rest of the world in those 200 years, we must be thankful for the blessings of liberty we ourselves have enjoyed throughout that time. In close co-operation with other peoples and governments who value freedom, we must build our strength to struggle on to preserve liberty and independence, for our sake, for the sake of our friends, and for the sake of the yearnings for freedom among all the peoples of the world.

We must never stop believing in the power of that universal

desire of the human spirit to be free. We must never shirk our responsibility to the world as a spokesman for liberty and decency. We have a duty to defend what is right when tyranny threatens. With all our faults and errors, openly visible to ourselves and all the world, we still stand as the world's best continuing hope for freedom from oppression, poverty, and fear.

The problems of the day are many and severe. We are experiencing inflation, unemployment, too much violent crime, excessive growth of government, and internal struggles that are not constructive and that seem very difficult of resolution. Also, during an election year we Americans do tend ~~to~~ to exaggerate our troubles and burdens.

But the coming of a New Year is a time for reckoning our blessings as well as our burdens. We continue to be the most prosperous great nation. We govern ourselves; we protect rights; we enjoy liberties; and we maintain our independence. We are at peace. Those are true blessings, and for them we must give thanks.

We have had economic setbacks, largely because of outside

influences, but we are steadily and sensibly working our way back to better times. If we stick to our present methods, and do not give way to impulse or rashness, our economic situation will be greatly improved in the course of this year.

But our greatest national blessing is the one we started with--political freedom based on the equal rights of every man and woman to life, liberty and the pursuit of happiness.

No nation has ever preserved liberty without great exertions. We are no exception. Let us resolve to dedicate our Third Century of national life to <sup>GREATER</sup> ~~great~~ efforts to preserve and enhance liberty for every individual among us.

Mrs. Ford joins me in sending to everyone in the world who hears or may read my words our most sincere wishes for a New Year of happiness, good health, freedom, satisfying accomplishment, and peace throughout the world.