

The original documents are located in Box 69, folder “Fourth of July (1976) - Presidential Messages and Proclamations (2)” of the John Marsh Files at the Gerald R. Ford Presidential Library.

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JUN 17 1976

MEMORANDUM


THE WHITE HOUSE

3370

WASHINGTON

June 17, 1976

MEMORANDUM FOR: JACK MARSH

FROM: BRENT SCOWCROFT 

SUBJECT: Bicentennial Planning

You asked for my comments with respect to Bicentennial planning as provided in your memo of June 9:

I believe it would be appropriate for the President to transmit separately tailored messages to the Foreign Service and to the Armed Forces at home and abroad and their families. The Departments of State and Defense have been asked to provide suitable drafts of such messages, which could be read by our ambassadors and military commanders at Bicentennial celebrations. It might also be used to transmit the customary July Fourth Proclamation, which of course takes on special significance and should be specifically designed for our 200th birthday. To have the greatest benefit and impact, I would suggest it be issued by July 1.

The Proclamation should also be transmitted to the Congress, perhaps under cover of a special message from the President. It should similarly be transmitted to all Departments and Agencies of the Federal Government. All of these messages should, of course, be released to the press.

I believe the President should direct remarks to the American people. The most appropriate setting for such an address would appear to be the President's visit to Independence Hall in Philadelphia on July 4.

On the international side, I do not recommend a special message "for our friends abroad," as suggested on the first page of your June 7 memo. USIA has provided a Bicentennial statement which the President will tape for international use. As you know, the President and Mrs. Ford will host a Bicentennial reception for the Diplomatic Corps on July 20 and will take the occasion to express appreciation for Bicentennial contributions by foreign governments. He is also planning to be in New York on July 4 for the Operation Sail naval review. State and USIA have standard Presidential Bicentennial messages for major events planned abroad. We are also preparing Presidential letters of thanks to Heads of Government and Chiefs of State who have made significant contributions to our Bicentennial efforts.



THE WHITE HOUSE
WASHINGTON

Mr. Marsh:

The attached memo just came
in from Scowcroft's office.
I thought perhaps you would
want it to discuss in this meeting.

I have attached copies for
Marrs, Mitler and Russ.

Donna

225-2271




JUN 17 1976

THE WHITE HOUSE
WASHINGTON

3370

June 17, 1976

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FROM: BRENT SCOWCROFT 
SUBJECT: Bicentennial Planning

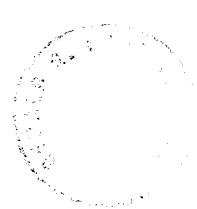
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THE WHITE HOUSE

WASHINGTON

June 21, 1976

MEMORANDUM FOR: BOB HARTMANN

FROM: JACK MARSH *Jack*

SUBJECT: International Bicentennial Message
for U.S.I.A. (second draft)

I would recommend that this message be rewritten.

Among other things, it succeeds in having a Bicentennial message for the President without mentioning the Declaration of Independence. Neither does it mention the Fourth of July, which is a date that ranks with and above Bastille Day and the Queen's Birthday.

Rather than have an approach that proclaims America's greatness based on a cultural potpourri, which is a contributor, I would suggest sticking to the Declaration and its fundamental precepts of individual liberty and political freedom which is the message of the Fourth of July, a message which has inspired people and nations of the world for two centuries.

The American hertiage is rightfully depicted as having been enriched by the Indian nations. However, our great Indian tribes did not produce the Declaration of Independence but have benefited by it.

I think it would be best to have a message from Americans to the United Nations rather than an United Nations message for Americans which is the thrust of this draft, in my opinion.

cc: Bob Orben.



JUN 25 1976

3461

THE WHITE HOUSE
WASHINGTON

June 25, 1976

MEMORANDUM FOR: JACK MARSH
FROM: BRENT SCOWCROFT *with for*
SUBJECT: Proposed Presidential Bicentennial
Messages for the Armed Forces and
Foreign Service

Further to my memo of June 12, attached are the proposed messages for the Armed Forces (Tab A) and the Foreign Service (Tab b), which I recommend be sent to commemorate our 200th anniversary. I have passed a copy of each to Bob Hartmann's office.

June 25

Brent:

Perhaps I am either old-fashioned or a nit-picker, or both, but I feel it is appropriate, in official Bicentennial messages which mark one of the greatest political documents the world has ever known, to mention the Declaration of Independence.

Reference to the Declaration, particularly in the message to the Armed Forces, cause all of the statements contained in the message to fall into place and have a greater meaning.

In the message to the Foreign Service, I do not think it would be untoward to mention that the author of the Declaration is also the Republic's first Secretary of State in addition to having been an Ambassador and President.

/S/
Jack



BICENTENNIAL MESSAGE FROM THE COMMANDER-IN-CHIEF TO
THE ARMED FORCES

On this Bicentennial anniversary of American independence, it gives me great pleasure in behalf of a grateful nation to extend my respect and appreciation to you -- the men and women of the Armed Forces -- and your families.

We stand today as we have for 200 years -- free to pursue our own way of life due in large measure to the dedication and sacrifice of military personnel.

We all know the price of these freedoms. You, and those before you, carved many heroic chapters in American history -- from Bunker Hill and Valley Forge -- to Guadalcanal and Normandy. Today our country is at peace. But just as our forefathers' dream of a free America was underwritten by the valor of our infant military forces, our continued independence depends upon the selfless dedication of the soldiers, sailors, marines and airmen of today and future generations.

As we enter into our Third Century, we remain true to the goals of our founding fathers. Our freedom and our security cannot be separated. As the guardians of America's security, you are the foundation of our freedom. Your patriotism and your love of country have earned you the grateful respect of your Commander-in-Chief, your fellow citizens, and freedom-loving peoples throughout the world.



I look to you for the assurance that the precious torch of freedom will be passed to future generations of Americans and on this day of celebration and renewed commitment, I salute you.



BICENTENNIAL MESSAGE FROM THE PRESIDENT TO THE FOREIGN SERVICE

With great pride and gratitude, I extend warmest greetings as we commemorate America's 200th anniversary.

As we mark the beginning of our Third Century, I commend the dedicated men and women of the Foreign Service and families who courageously serve their country at home and abroad. I also pay high tribute to those brave men and women who have made their sacrifice in distant lands. All have placed their mark on our history.

Let us continue to carry on the traditions of our pioneer diplomats -- John Adams, Benjamin Franklin, Thomas Jefferson -- who helped forge our country's institutions and provided the political inspiration which has underwritten our position of international leadership today. They set our goals in 1776: . . . "that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness."

For two hundred years we have sought to make their dream a living reality. We can be proud of our accomplishments and our dedicated commitment to the principles of justice, freedom, and human dignity.

Much remains to be done. In this increasingly interdependent world, let us renew our determination to join with all nations to solve the challenges of the future. Let us advance the cause of human rights; let us seek an end to the root causes of conflict. Let us strive to build a world of enduring peace -- of freedom and justice everywhere.

[ca. 6/25/76]

NATIONAL SECURITY COUNCIL

MEMO FOR: JACK MARSH
FROM: WILLIAM G. HYLAND *WH*
SUBJECT: Proposed Presidential
Bicentennial Messages for
the Armed Forces and Foreign
Service

Thank you for your suggestions. They have been taken into account and the two suggested messages have been revised accordingly.

✓ *TKS* *WH*

JUN 25 1976

3461

THE WHITE HOUSE
WASHINGTON

June 25, 1976

MEMORANDUM FOR: JACK MARSH
FROM: BRENT SCOWCROFT *with for*
SUBJECT: Proposed Presidential Bicentennial
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In the message to the Foreign Service, I do not think it would be untoward to mention that the author of the Declaration is also the Republic's first Secretary of State in addition to having been an Ambassador and President.

Jack
Jack



BICENTENNIAL MESSAGE FROM THE COMMANDER-IN-CHIEF
TO THE ARMED FORCES

Two hundred years ago in Philadelphia our founding fathers signed a Declaration of Independence pledging their Lives, Fortunes and sacred honour to a cause and a philosophy "that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. — That to secure these rights, Governments are instituted among men, deriving their just powers from the consent of the governed."

Now as we celebrate and honour those men and that event it gives me great pleasure on behalf of a grateful nation to extend my respect and appreciation to you -- the men and women of the Armed Forces -- and to your families.

We stand today as we have stood for 200 years -- free to pursue our own way of life due in large measure to the dedication and sacrifices of our military personnel.

We all know the price of these freedoms. You, and those before you, carved many heroic chapters in American history -- from Bunker Hill and Valley Forge -- to Guadalcanal and Normandy. Today our country is at peace. But just as our forefathers' dream of a free America was underwritten by the valor of our infant military forces,

our continued independence depends upon the selfless dedication of the soldiers, sailors, marines and airmen of today and future generations.

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As we mark the beginning of our Third Century, I commend the dedicated men and women of the Foreign Service and their families who courageously serve our country at home and abroad. I also pay high tribute to those brave men and women of our Foreign Service who have made the ultimate sacrifice in distant lands. All have placed their mark on our history.

Let us continue to carry on the traditions of our pioneer diplomats -- John Adams, Benjamin Franklin, and Thomas Jefferson. They helped forge our country's institutions and provided the political inspiration which has underwritten our position of international leadership today. Thomas Jefferson, a former Ambassador, our first Secretary of State, and our third President, set forth America's goals 200 years ago in the Declaration of Independence: "that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness."

For two hundred years we have sought to make our forefathers' dream a living reality. We can be proud of our accomplishments and our dedicated commitment to the principles of justice, freedom, and human dignity.

Much remains to be done. In this increasingly interdependent world, let us renew our determination to join with all nations to solve the challenges of the future. Let us advance the cause of human rights; let us seek an end to the root causes of conflict. Let us strive to build a world of enduring peace -- of freedom and justice everywhere.



JUN 29 1976

THE WHITE HOUSE

WASHINGTON

June 28, 1976



MEMORANDUM FOR:

JACK MARSH

FROM:

DAVE GERGEN 

SUBJECT:

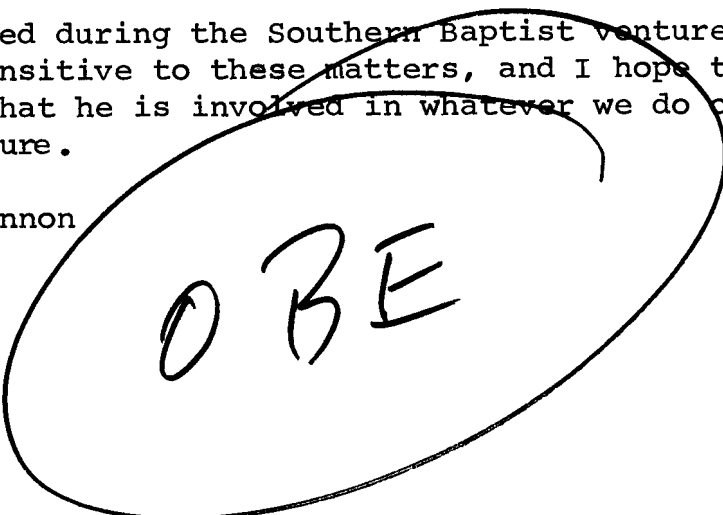
July 4th as a Day of Prayer
and Thanksgiving

I understand that the President may shortly be issuing a proclamation declaring July 4th as a National Day of Prayer.

If the draft proclamation has not already been signed, I would very much like you to give consideration to some of the material in the attached, which was given to me today by Dick Brannon. Dick's idea -- one that I would solidly endorse -- is that the President should issue a proclamation in the presence of a few religious leaders from different faiths no later than Wednesday. Then on Sunday, regardless of any other religious observances in which he may participate, he should open his Philadelphia remarks with a very brief prayer that would echo sentiments in the proclamation.

Dick proved during the Southern Baptist venture that he is very sensitive to these matters, and I hope that we will ensure that he is involved in whatever we do of a religious nature.

cc: Dick Brannon



OBE

DRAFT

You cannot speak of America's INDEPENDENCE, or talk about our 200-year tradition of Liberty, without mentioning the name of God.

The foremost freedom that our fathers sought was freedom to seek after God - in their own way. So we cannot appreciate our founding fathers, nor the work they accomplished for us and ~~and~~ the world without recognizing the God-factor in our history.

The Liberty Bell enshrined here in Philadelphia is but the ringing embodiment of a verse from the Holy Bible - a verse enscribed on its lip:

"Proclaim liberty...throughout all the
land...unto all the inhabitants thereof".

America is the oldest and first born child of liberty. We have been God's "Liberty Bell" among nations, proclaiming by our existence, by our striving for what is right and good, and even by our lapses and failures, that the true condition of ALL mankind is liberty, under God.

Because our fathers believed God wanted them free, they made us free.

Because they believed in a God of justice, they worked for a just society.

Because they believed in a God of judgement, they established moral standards that influence all of us to this very day.

Because they believed God generous, they taught us to be generous, helping other peoples in disaster and helping rebuild entire societies' in the aftermath of war.

So on this Fourth of July, in the year of our Lord, One Thousand Nine Hundred and Seventy-Six, this being the 200th year of our American Independence, I call our people back to our ancestral roots.

I call us to an unashamed acceptance of the fact that our patriot fathers wrought a far greater work than they ever dreamed of, when they chose to found this nation upon Divine principals.

As President I have proclaimed this day to be one of prayer and thanksgiving among all who find it in their hearts to pray for our country.

I invite you, too, to utter in your heart a prayer for God's guidance and protection through the Third Century of our nationhood - a prayer, ^{when} ~~that~~ if answered will bless not only us, but all mankind. It is a prayer that even a child can say, and every grown-up endorse. That prayer consists of but three words:

God...BLESS America!

THE WHITE HOUSE
WASHINGTON

Jack,

Tapes all set.

30-40 of the original audio tapes were sent out to radio stations, organizations and churches. Eight film tapes were sent out.

The new tape, cut today, will be fed on closed circuit TV to all network affiliates.

THE WHITE HOUSE
WASHINGTON

All of this tape reproduction was done by WHCA, hence the Byron Laboratories information noted in your memo to Cheney has been OBE'd. Milt did not know WHCA could perform this service when he gave you this original information.

Russ

June 30

THE WHITE HOUSE
WASHINGTON

Russ:

Where do we stand on this?

Jack

RBC HAS SEEN

THE WHITE HOUSE
WASHINGTON

June 21, 1976

MEMORANDUM FOR: DICK CHENEY
FROM: JACK MARSH *JM*
SUBJECT: Tape Copies of Presidential
Bicentennial message

There have been a number of requests for a tape recorded Presidential Bicentennial message by radio and television stations as well as churches and organizations. Most of these are for some July 4th event.

The President is recording a 2-minute Bicentennial message (recording scheduled for 2:30 p.m., Monday June 21, 1976) and this can be duplicated for that purpose.

I have been advised that through network assistance, which is normal, the television spot will be fed to network affiliates and Bob Mead can supply the few copies which might be requested by independent stations. Our problem, therefore, is with radio stations and churches and organizations.

Byron Laboratories in Washington, D.C. is on the GSA schedule. They can produce the necessary cassettes (100) for about \$14.00 each or a total of about \$1,400. I believe the coverage we can enjoy through this warrants the expenditure and would appreciate your assistance with this.



THE WHITE HOUSE
WASHINGTON

June 30, 1976

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH

I think we should have Bob Linder make up one hundred copies of the Fourth of July Proclamation and let the President use these as gifts. I think they would make unusual gifts.

* Jack,

We're all set on this one.
150 copies have already been
ordered and will be put to
good use!

Ben


THE WHITE HOUSE

WASHINGTON

June 30, 1976

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH 

Let's do another inventory on proclamations, statements, short remarks, time capsule messages, etc., that are due from the speech shop to include the Centennial safe. 

THE WHITE HOUSE
WASHINGTON

June 30, 1976



MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE RAR

July Fourth Presidential message will be reshot this afternoon (tentatively set for 3:00 p.m.). Are you ready for this one ... reason for redoing is all the networks have refused to show the tape because it was not shot by union crews.

Note: I have checked with Doug Smith to make certain that the changes we suggested last week are incorporated into today's version.

Also, President may stand up during shooting, etc.

June 30, 1976

MEMORANDUM FOR: BOB HARTMANN
FROM: JACK MARSH
SUBJECT: Acceptance of Mormon Pioneer
Statue

I am of the view that a statement of this type on the Bicentennial should make reference to the Declaration of Independence. Perhaps some reference to the fact that the Mormon migration extended the principles of the Declaration to America's Western frontier would be in order. I believe this reference can be inserted rather easily in the existing text.

I would also suggest some reference to the Mormon belief in a Supreme Being. The Mormon faith is evidence of their reliance on a divine Providence. Such a reference ^{could} should incorporate the last line of the Declaration of Independence.

cc: Bob Orben

JOM/dl



(Smith)

June 30, 1976
Fourth Draft

Talking Points--Acceptance of Mormon Pioneer Statuette--July 2, 1976

I am delighted to see President Kimball again. Our visits have always been occasions for warm talk between friends. We look forward to having you with us again during the Honor America Day ceremonies tomorrow.

Today, let me express my deep appreciation for this most appropriate momento on the occasion of our country's two hundredth birthday. I understand that this statuette is a scale model of the Mormon Pioneer Monument in Salt Lake City--a monument symbolizing the spirit of Christian sacrifice and American adventure that is part of the Mormon heritage.

Like the founding fathers of our earliest colonies, the Mormons entering the Salt Lake Valley were leaving persecution behind in order to create a new community where they could worship in freedom. Year after year, long wagon trains moved out across the

praries, up into the high mountains, and finally into the valleys of Utah.

The Mormon Pioneer Monument is a tribute not only to sacrifice, but to the garden these pioneers produced from the desert. Today, around the world, the Church of Jesus Christ of The Latter-day Saints adds to its proud and noble history.

I commend you and the Mormon people everywhere for the tremendous effort you are making to strengthen the family unit in America and the world. In the faces of the Mormon children assembled here, I can see the spirit that gave strength to your early leaders. These children represent the goodness of the American dream. Like the family on this statuette, they tell us by their presence that the American home is a haven of the basic principles of righteousness and morality that have made this country the greatest on earth.

I accept this statuette with gratitude and best wishes for
your future undertakings.

Thank you very much.

#



June 30, 1976

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FROM: RUSS ROURKE

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Note: I have checked with Doug Smith to make certain that the changes we suggested last week are incorporated into ~~Ed's~~ version.

Also, President may stand up during shooting, etc.

JXRAR/dl



July 4

June 30, 1976

MEMORANDUM FOR: RUSS ROURKE
FROM: JACK MARSH

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JOM/dl



July 4

June 30, 1976

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FROM: JACK MARSH

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JOM/dl



R.W. [7/76?]

On this special day, in this our Bicentennial Year, throughout our whole nation, high praise will be given to such noble words as Independence, Freedom and Liberty.

Flags will wave, speeches will be made, bands will play, parades will take place, and fireworks will light up the skies. Indeed, we would all agree that this is a day worthy of celebration.

But, amid all of the events that will take place today it seems wise that we stop long enough to ask ourselves -- Why? Why do we believe it is a day worthy of celebration? Have we honestly thought about what this day is truly all about?

Our answer at least, I hope, is obvious. We look back over the two hundred years that have passed since the first Fourth of July, when, with faith and courage, The Declaration of Independence was signed.

We look back to the day when that great document came into existence with faith and trust that all should know that a people believed they could govern themselves with integrity and purpose, live in freedom with equal rights, and truly and honestly respect the rights of one another. We celebrate the truth of that event.

We celebrate this day because we are well aware of the cost of the heritage that is ours.



Since those now famous words of Patrick Henry -- "Give me liberty or give me death." -- were spoken, millions of just ordinary men and women, of every walk of life, have heard in heart and mind what was said. In turn, in their own way, in their own lives, they have done their best to live out those words.

So, because of the way they lived and the things for which they stood in their integrity ^{of} ~~and~~ purpose, in times of peace, in times of war, in times of depression and prosperity, we have this Nation today.

Therefore, we can rejoice ⁱⁿ their achievements. We can well be proud to endeavor to follow in their footsteps and take upon us the sacred trust of being true to the heritage given to us.

In a very real sense then, today is not only a day of celebration but also a day that hopefully will be a day of deep dedication. A day when we will dedicate ourselves to the rekindling of our enthusiasm for the ideas and ideals^s for which the Founders of the Nation so firmly stood.

However, as we do dedicate ourselves, as I am certain we are willing to do, to carry on in the future the heritage that has been given to us, we cannot do it lightly or without serious thought.

We cannot afford to use the word Independence unless we also think about the word responsibility. We cannot afford to use the word

Freedom unless we also think about the word faithfulness. We cannot afford to use the word Liberty unless we also think of the word loyalty. And we cannot use any of these words -- Independence, Freedom, Liberty -- unless we are willing to give grave consideration to the word sacrifice.

In my own mind, and I hope in yours, the time has come when we are called upon to fix firmly in our hearts and minds the fact that nothing worthwhile comes cheap, that the truly good and worthwhile things in life do not become ours by magic. There is a cost involved.

Winston Churchill spoke of "blood, sweat and tears" as the cost of victory. Well, we are called upon to say that responsibility, faithfulness, loyalty and sacrifice are the cost of Independence, Freedom and Liberty. We are called upon to know that we cannot have one without the other. THE FUTURE OF OUR LAND DEPENDS ON THAT.

It is time that we get down to some basic truths. There is no such thing as inevitable progress. Accomplishments do not just happen, they are earned. Happiness does not result from wishful thinking, it is the result of hard work. Integrity, morality, high ideals are not ours as individuals or as a Nation just for the asking. These things come because of the love of truth, the desire of righteousness within and a faith that demands that each of us ~~to~~ seek the best and the highest we can find and to give the best and the highest that we know to every day of our

lives, and our relationship to one another.

Perhaps we would do well to remember that as individuals and as a Nation we get pretty much just what we deserve.

If you think it strange for a President to speak this way, let me assure you that I speak not only to you today but to myself. We need each other, and we need to stand together.

And, I so speak because we have before us perhaps the greatest opportunity any people any Nation has ever had. We have the opportunity to be an example of the best that can be produced. We can become honestly proud of what we stand for, honestly proud of the things in which we believe. Honestly and humbly proud of what we are and who we are.

My friends we need that, the whole world needs that. We are willing to celebrate the past but let us be more than willing to dedicate ourselves to the building of a future in which all men of every race, creed or color will know the meaning of Independence, Freedom and Liberty. With God's guidance and with God's help, it will be so.



JUL 12 1976

July 9, 1976

We now mark 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, I want to thank the editor and staff of the EXPRESS on their presentation of the Easton Flag to the Nation in commemoration of our Bicentennial. Efforts such as this are helping to make our great national celebration a memorable and meaningful one for all.

GERALD R. FORD

Jcc: S. Drake
cc: D. Downton
cc: J. Connor
cc: R. Nessen
cc: S. McConahey
cc: J. Marsh ✓

Ind: Donald W. Diehl/Editor/EXPRESS
30 North Fourth Street/Easton, PA
Covering ltr fr M. Mitler...presented
Easton Flag to Jack Marsh...to be
displayed in the Great Hall...sjd

