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2025-0235-S

FOIA Number:
2025-0235-S

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Subseries:

OA/ID Number: 20390
Folder ID Number: 20390-007c

Folder Title:
[Presidential Medal of Freedom & Citizens Medal Nominations & Correspondence] [3]

Stack:	Row:	Section:	Shelf:	Position:
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Departing House Members

Defeated in General Election

Name, Party, State, District	Service Began	Defeated By
Albert Bustamante, D-Texas (23)	1985	Henry Bonilla, R
Tom Coleman, R-Mo. (6)	1976	Pat Danner, D
John W. Cox Jr., D-Ill. (16)	1991	Donald Manzullo, R
Thomas J. Downey, D-N.Y. (2)	1975	Rick A. Lazio, R
Joseph D. Early D-Mass. (3)	1975	Peter I. Blute, R
Ben Erdreich, D-Ala. (6)	1983	Spencer Bachus, R
Bill Green, R-N.Y. (14)	1978	Carolyn B. Maloney, D
Clyde C. Holloway, R-La. (6)	1987	Richard H. Baker, R
Joan Kelly Horn D-Mo. (2)	1991	James M. Talent, R
Jerry Huckaby, D-La. (5)	1977	Jim McCrery, R
Jim Jontz, D-Ind. (5)	1987	Steve Buyer, R
Peter H. Kostmayer, D-Pa. (8)	1983	Jim Greenwood, R
Ron Marlenee, R-Mont. (AL)	1977	Pat Williams, D
Nicholas Mavroules, D-Mass. (6)	1979	Peter J. Torkildsen, R
Bob McEwen, R-Ohio (6)	1981	Ted Strickland, D
Tom McMillen, D-Md. (1)	1987	Wayne T. Gilchrest, R
Dave Nagle, D-Iowa (2)	1987	Jim Nussle, R
Mary Rose Oakar, D-Ohio (10)	1977	Martin R. Hoke, R
Liz J. Patterson, D-S.C. (4)	1987	Bob Inglis, R
Richard Ray, D-Ga. (3)	1983	Mac Collins, R
Frank Riggs, R-Calif. (1)	1991	Dan Hamburg, D
John J. Rhodes III, R-Ariz. (1)	1987	Sam Coppersmith, D
Don Ritter, R-Pa. (15)	1979	Paul McHale, D
Gerry Sikorski, D-Minn. (6)	1983	Rod Grams, R

*Kostmayer also served 1977-81

Defeated in Primary

Name, Party, State, District	Service Began	Defeated By
Bill Alexander, D-Ark. (1)	1969	Blanche Lambert
Beryl Anthony Jr., D-Ark. (4)	1979	Bill McCuen
Chester G. Atkins, D-Mass. (5)	1985	Martin T. Meehan
Terry L. Bruce, D-Ill. (19)	1985	Rep. Glenn Poshard
Beverly B. Byron, D-Md. (6)	1979	Tom Hattery
Mickey Edwards, R-Oka. (5)	1977	Ernest Istook Jr.
Charles Hatcher, D-Ga. (2)	1981	Sanford Bishop
Charles A. Hayes, D-Ill. (1)	1983	Bobby L. Rush
Carroll Hubbard Jr., D-Ky. (1)	1975	Tom Barlow
Ben Jones, D-Ga. (4)	1989	Don Johnson
Joe Kolter, D-Pa. (4)	1983	Ron Klink
Robert J. Lagomarsino, R-Calif. (19)	1974	Michael Huffington
Clarence E. Miller, R-Ohio (10)	1967	Rep. Bob McEwen
Dick Nichols R-Kan. (5)	1991	Eric R. Yost
Marty Russo, D-Ill. (3)	1975	Rep. William O. Lipinski
Gus Savage, D-Ill. (2)	1981	Mel Reynolds
Stephen J. Solarz, D-N.Y. (13)	1975	Nydia M. Velazquez
Harley O. Staggers, D-W.Va. (1)	1983	Rep. Alan B. Mollohan
Guy Vander Jagt, R-Mich. (9)	1966	Peter Hoekstra

Seeking Other Office

Name, Party, State, District	Service Began	Other Office
Les AuCoin, D-Ore. (1)	1975	Senate ¹
Barbara Boxer, D-Calif. (6)	1983	Senate ²
Thomas R. Carper, D-Del. (AL)	1983	Governor ²
Ben Nighthorse Campbell, D-Colo. (3)	1987	Senate ²
Tom Campbell, R-Calif. (12)	1989	Senate ¹
Rod Chandler, R-Wash. (8)	1983	Senate ¹

William E. Dannemeyer, R-Calif. (39)	1979	Senate ¹
Byron L. Dorgan, D-N.D. (AL)	1981	Senate ²
Mel Levine, D-Calif. (27)	1983	Senate ¹
Jim Moody, D-Wis. (5)	1983	Senate ¹
Sid Morrison, R-Wash. (4)	1981	Governor ¹
Wayne Owens, D-Utah (2)	1987	Senate ¹
Richard H. Stallings, D-Idaho (2)	1985	Senate ¹

¹ Lost in primary

² Lost in general election

³ Won in general election

* Owens also served 1973-75

Retirements

Name, Party, State, District	Service Began	Age
George F. Allen, R-Va. (7)	1991	40
Glenn M. Anderson, D-Calif. (32)	1969	79
Frank Annunzio, D-Ill. (11)	1965	77
Doug Barnard Jr., D-Ga. (10)	1977	70
Charles E. Bennett, D-Fla. (3)	1949	81
William S. Broomfield, R-Mich. (18)	1957	70
Lawrence Coughlin, R-Pa. (13)	1969	63
Robert W. Davis, R-Mich. (11)	1979	60
Bill Dickinson, R-Ala. (2)	1965	67
Brian Donnelly, D-Mass. (11)	1979	46
Bernard J. Dwyer, D-N.J. (6)	1981	71
Mervyn M. Dymally, D-Calif. (31)	1981	66
Dennis E. Eckart, D-Ohio (11)	1981	42
Dante B. Fascell, D-Fla. (19)	1955	75
Edward F. Feighan, D-Ohio (19)	1983	45
Joseph M. Gaydos, D-Pa. (20)	1969	66
Frank J. Guarini, D-N.J. (14)	1979	68
John Paul Hammerschmidt, R-Ark. (3)	1967	70
Claude Harris, D-Ala. (7)	1987	52
Dennis M. Hertel, D-Mich. (14)	1981	43
Larry J. Hopkins, R-Ky. (6)	1979	59
Frank Horton, R-N.Y. (29)	1963	72
Andy Ireland, R-Fla. (10)	1977	62
Craig T. James, R-Fla. (4)	1989	51
Ed Jenkins, D-Ga. (9)	1977	59
William Lehman, D-Fla. (17)	1973	79
Norman F. Lent, R-N.Y. (4)	1971	61
Bill Lowery, R-Calif. (41)	1981	45
Charles Luken, D-Ohio (1)	1991	41
David O'B. Martin, R-N.Y. (26)	1981	48
Raymond J. McGrath, R-N.Y. (5)	1981	50
Matthew F. McHugh, D-N.Y. (28)	1975	53
John Miller, R-Wash. (1)	1985	54
Robert J. Mrazek, D-N.Y. (3)	1983	46
Henry J. Nowak, D-N.Y. (33)	1975	57
Jim Olin, D-Va. (6)	1983	72
Don J. Pease, D-Ohio (13)	1977	61
Carl C. Perkins, D-Ky. (7)	1984	38
Carl D. Pursell, R-Mich. (2)	1977	59
Matthew J. Rinaldo, R-N.J. (7)	1973	61
Robert A. Roe, D-N.J. (8)	1969	68
Edward R. Roybal, D-Calif. (25)	1963	76
James H. Scheuer, D-N.Y. (8)	1965	72
Dick Schulze, R-Pa. (5)	1975	62
Lawrence J. Smith, D-Fla. (16)	1983	51
Robin Tallon, D-S.C. (6)	1983	46
Lindsay Thomas, D-Ga. (1)	1983	48
Bob Traxler, D-Mich. (8)	1974	61
Vin Weber, R-Minn. (2)	1981	40
Howard Wolpe, D-Mich. (3)	1979	53
Chalmers P. Wylie, R-Ohio (15)	1967	71
Gus Yatron, D-Pa. (6)	1969	65

* Scheuer did not serve 1973-75

Senate Incumbents Not Returning

Defeated in General Election •

Name, Party, State	Service Began	Defeated By
John Seymour, R-Calif.	1991	Dianne Feinstein, D
Terry Sanford, D-N.C.	1987	D. M. "Lauch" Faircloth, R
Bob Kasten, R-Wis.	1981	Russell D. Feingold, D

Retirements

Name, Party, State	Service Began	Age
Brock Adams, D-Wash.	1987	65
Jocelyn Birch Burdick, D-N.D.	1992	70
Alan Cranston, D-Calif.	1969	78
Jake Garn, R-Utah	1975	60
Warren B. Rudman, R-N.H.	1981	62
Steve Symms, R-Idaho	1981	54
Tim Wirth, D-Colo.	1987	53

Defeated in Primary

Name, Party, State	Service Began	Defeated By
Alan J. Dixon, D-Ill.	1981	Carol Moseley Braun

* Georgia Democratic Sen. Wyche Fowler Jr. held a slight lead over Republican Paul Coverdell. If Fowler does not receive 50 percent of the vote state law requires a runoff election. That election would be Nov. 24.



The President of the United States of America

Awards this

Presidential Medal of Freedom

WITH DISTINCTION

to

Caspar W. Weinberger

Military officer, State legislator, State Cabinet member, Federal regulatory agency chairman and three-time Federal Cabinet member, Caspar (Cap) W. Weinberger has in the tradition of the Founding Fathers dedicated his life to the service of his country. His proudest public accomplishment is the rebuilding of our country's national defenses so that the freedom we so cherish might endure. His legacy is a strong and free America-and for this, and for a lifetime of selfless service, a grateful Nation thanks him.

The White House

Washington, D. C., November 16, 1986

Executive Order 11084**AMENDING EXECUTIVE ORDER NO. 10995,¹ RELATING TO
TELECOMMUNICATIONS**

By virtue of the authority vested in me by Section 301 of Title 3 of the United States Code, and as President of the United States, it is ordered that Executive Order No. 10995 of February 16, 1962, headed "Assigning telecommunications management functions," be, and it is hereby, amended by substituting for Section 3 thereof the following:

"SEC. 3. (a) The authority to assign radio frequencies to Government agencies, vested in the President by subsection 305(a) of the Communications Act of 1934, as amended (47 U.S.C. 305(a)), including all functions heretofore vested in the Interdepartment Radio Advisory Committee, is hereby delegated to the Director of the Office of Emergency Planning, who may redelegate such authority to the Director of Telecommunications Management. Such authority shall include the power to amend, modify, or revoke frequency assignments.

"(b) The authority to authorize a foreign government to construct and operate a radio station at the seat of government vested in the President by subsection 305(d) of the Communications Act of 1934, as amended (47 U.S.C. 305(d)), is hereby delegated to the Director of the Office of Emergency Planning who may redelegate such authority to the Director of Telecommunications Management. Authorization for the construction and operation of a radio station pursuant to this subsection and the assignment of a frequency for its use shall be made only upon recommendation of the Secretary of State and after consultation with the Attorney General and the Chairman of the Federal Communications Commission."

JOHN F. KENNEDY

THE WHITE HOUSE,
February 15, 1963.

Executive Order 11085**THE PRESIDENTIAL MEDAL OF FREEDOM**

By virtue of the authority vested in me as President of the United States, it is hereby ordered as follows:

SECTION 1. *Prior orders.* The numbered sections of Executive Order No. 9586 of July 6, 1945, as amended by Executive Order No. 10336 of April 3, 1952, are hereby amended to read as follows:

"SECTION 1. *Medal established.* The Medal of Freedom is hereby re-established as the Presidential Medal of Freedom, with accompanying ribbons and appurtenances. The Presidential Medal of Freedom, hereinafter referred to as the Medal, shall be in two degrees.

"SEC. 2. *Award of the Medal.* (a) The Medal may be awarded by the President as provided in this order to any person who has made

¹ 27 F.R. 1519.

an especially meritorious contribution to (1) the security or national interests of the United States, or (2) world peace, or (3) cultural or other significant public or private endeavors.

"(b) The President may select for award of the Medal any person nominated by the Board referred to in Section 3(a) of this Order, any person otherwise recommended to the President for award of the Medal, or any person selected by the President upon his own initiative.

"(c) The principal announcement of awards of the Medal shall normally be made annually, on or about July 4 of each year; but such awards may be made at other times, as the President may deem appropriate.

"(d) Subject to the provisions of this Order, the Medal may be awarded posthumously.

"SEC. 3. *Distinguished Civilian Service Awards Board.* (a) The Distinguished Civilian Service Awards Board, established by Executive Order No. 10717 of June 27, 1957, hereinafter referred to as the Board, is hereby expanded, for the purpose of carrying out the objectives of this Order, to include five additional members appointed by the President from outside the Executive Branch of the Government. The terms of service of the members of the Board appointed under this paragraph shall be five years, except that the first five members so appointed shall have terms of service expiring on the 31st day of July 1964, 1965, 1966, 1967, and 1968, respectively. Any person appointed to fill a vacancy occurring prior to the expiration of the term for which his predecessor was appointed shall serve for the remainder of such term.

"(b) A chairman of the Board shall be designated by the President from time to time from among the membership of the Board appointed from the Executive Branch.

"(c) For purposes of recommending to the President persons to receive the President's Award for Distinguished Federal Civilian Service, and to carry out the other purposes of Executive Order No. 10717, only the members of the Board from the Executive Branch will sit. The names of persons so recommended will be submitted to the President without reference to the other members of the Board.

"SEC. 4. *Functions of the Board.* (a) Any individual or group may make recommendations to the Board with respect to the award of the Medal, and the Board shall consider such recommendations.

"(b) With due regard for the provisions of Section 2 of this Order, the Board shall screen such recommendations and, on the basis of such recommendations or upon its own motion, shall from time to time submit to the President nominations of individuals for award of the Medal, in appropriate degrees.

"SEC. 5. *Expenses.* Necessary administrative expenses of the Board incurred in connection with the recommendation of persons to receive the Presidential Medal of Freedom, including expenses of travel of members of the Board appointed under Section 3(a) of this

Order, during the fiscal year 1963, may be paid from the appropriation provided under the heading 'Special Projects' in the Executive Office Appropriation Act, 1963, 76 Stat. 315, and during subsequent fiscal years, to the extent permitted by law, from any corresponding or like appropriation made available for such fiscal years. Such payments shall be without regard to the provisions of section 3681 of the Revised Statutes and section 9 of the Act of March 4, 1909, 35 Stat. 1027 (31 U.S.C. 672 and 673). Members of the Board appointed under Section 3(a) of this Order shall serve without compensation.

"SEC. 6. *Design of the Medal.* The Army Institute of Heraldry shall prepare for the approval of the President a design of the Medal in each of its degrees."

SEC. 2. *Other existing orders.* (a) Section 4 of Executive Order No. 10717, establishing the terms of service of the members of the Distinguished Civilian Service Awards Board, is hereby amended to read "The members of the Board shall serve at the pleasure of the President.", and the other sections of that Order are amended conformably to this Order.

(b) Except as otherwise specifically provided in this Order, existing arrangements for conferring medals and honors shall continue in effect.

JOHN F. KENNEDY

THE WHITE HOUSE,
February 22, 1963.

Executive Order 11086

AMENDMENT OF EXECUTIVE ORDER 10587¹ RELATING TO THE ADMINISTRATION OF SECTION 32(h) OF THE TRADING WITH THE ENEMY ACT

By virtue of the authority vested in me by the Trading with the Enemy Act, as amended (50 U.S.C. App. 1 *et seq.*), and by section 301 of title 3 of the United States Code (65 Stat. 713), and as President of the United States, it is ordered that sections 1, 2 and 3 of Executive Order No. 10587 of January 13, 1955 (20 F.R. 361) are amended to read as follows:

"SECTION 1. The Jewish Restitution Successor Organization, a charitable membership organization incorporated under the laws of the State of New York, is hereby designated as successor in interest to deceased persons in accordance with and for the purposes of subsection (h) of section 32 of the Trading with the Enemy Act, as added by the Act of August 23, 1954 (68 Stat. 767), and amended by section 204(a) of Public Law 87-846, approved October 22, 1962 (76 Stat. 1114).

"SEC. 2. Exclusive of the designation of the Jewish Restitution Successor Organization under section 1 of this Order and the exercise

¹ 3 CFR, 1954-1958 Comp., p. 235; 20 F.R. 361.

PRESIDENTIAL MEDALS OF FREEDOM
PRESENTED BY
PRESIDENT FORD

- - -

ABEL, I. W. (with Distinction) (Labor Leader)	1/10/77
BARDEEN, John (with Distinction) (Physicist)	1/10/77
BERLIN, Irving (with Distinction) (Composer)	1/10/77
BORLAUG, Norman (with Distinction) (Scientist)	1/10/77
BRADLEY, General Omar N. (with Distinction) (First Chairman of the Joint Chiefs of Staff)	1/10/77
BRUCE, David K. E. (with Distinction) (Diplomat, Scholar)	2/10/76
BURKE, Admiral Arleigh (with Distinction) (Chief of Naval Operations, three terms)	1/10/77
CALDER, Alexander (POSTHUMOUSLY, with Distinction) (Sculptor)	1/10/77
CATTON, Bruce (with Distinction) (Historian)	1/10/77
DiMAGGIO, Joe (with Distinction) (Athlete, Baseball)	1/10/77
DURANT, Ariel (with Distinction) (Writer, Historian, Philosopher)	1/10/77
DURANT, Will (with Distinction) (Writer, Historian, Philosopher)	1/10/77
FIEDLER, Arthur (with Distinction) (Violinist, Conductor)	1/10/77
FRIENDLY, Judge Henry J. (with Distinction) (Jurisprudent)	1/10/77
GRAHAM, Martha (with Distinction) (Dancer, Choreographer)	10/14/76
JOHNSON, Lady Bird (with Distinction) (Former First Lady)	1/10/77
KISSINGER, Henry A. (with Distinction) (Public Servant, Statesman)	1/13/77
MacLEISH, Archibald (with Distinction) (Poet, Playwright, Teacher, Statesman)	1/10/77
MICHENER, James Albert (with Distinction) (Author, Historian)	1/10/77
O'KEEFE, Georgia (with Distinction) (Artist)	1/10/77
OWENS, Jesse (with Distinction) (Athlete, Humanitarian)	8/5/76
ROCKEFELLER, Nelson A., Vice President (with Distinction) (Public Servant, Philanthropist)	1/10/77
ROCKWELL, Norman (with Distinction) (Artist)	1/10/77
RUBINSTEIN, Arthur (with Distinction) (Pianist)	4/1/76
RUMSFELD, Donald H. (with Distinction) (Public Servant)	1/10/77
SHOUSE, Catherine Filene (with Distinction) (Patron of the Arts)	1/10/77
THOMAS, Lowell (with Distinction) (Author, Television Producer)	1/10/77
WATSON, James D. (with Distinction) (Scientist, Teacher, Author)	1/10/77

Phil: I have decided on [←] Please
~~the~~ Numbers 1 through 9. Discuss Fauci have typed
for #10 slot
Medal of Freedom

Bob Strauss

Johnny Carson

General John Vessey

David Brookley

Audrey Hepburn

E.M. Pei

Harry Staudemore

Richard Petty

Isaac Stern

Elie Wiesel

Ella F.

No Vach. design
or insignia.
Ella F

Dr. Fauci - ^{only} mid-way thru career
A. A. Citizen Medal better

THE WHITE HOUSE
WASHINGTON

November 17, 1992

MEMORANDUM FOR SECRETARY BAKER

FROM: PHILLIP D. BRADY *pnh*

SUBJECT: Medal of Freedom

Phil-

11/18

Per Bridget, Sec.
Baker talked with
the Ambassador and
he is "thrilled" to
accept this honor.
Do you need to let
Laurie know that
Schlaudeman has
accepted the award?

*told
Firestone*

Beth

W xw 11/18/92

Pursuant to our discussion, it would be appreciated if you could call Ambassador Shlaudeman to advise him of the President's desire to award him the Medal of Freedom on December 11th. His home number is 333-0620.

The tradition has been that it's necessary to be personally present to accept the Medal which is awarded at an East Room Ceremony followed by a State Room luncheon. Assuming Ambassador Shlaudeman is available to accept the Medal, the Social Office will follow up with the details on the number of guests he can invite (typically around 5) and the specifics on where and when. Also, although the Press Office will make the official announcement on the recipients of the Medal a couple of days before the event, the selectee can advise family and friends of the honor.

Finally, attached are a paragraph on Ambassador Shlaudeman and a paragraph on the Medal of Freedom to facilitate your call.

Thank you.

Addendum: FYI -- The President is making a number of the calls and it turns out that Ambassador Strauss already received the Medal of Freedom from President Carter.

PRESIDENTIAL AWARDS

Listed below are the civilian awards the President issues by law, Executive Order, or on his own initiative:

PRESIDENTIAL MEDAL OF FREEDOM: Originally established as the Medal of Freedom by President Truman by Executive Order 9586 of July 6, 1945, the Medal was re-established as the Presidential Medal of Freedom by President Kennedy by Executive Order 11085 of February 22, 1963. It is the highest civil award of our Government. It may be awarded only by the President of the United States to persons who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The Medal may be awarded to citizens of other nations and may be awarded posthumously.

The recipient receives a medal and a citation signed by the President.

PRESIDENTIAL CITIZENS MEDAL: Established by Executive Order 11494 of November 13, 1969, for the purpose of recognizing citizens of the United States who have performed exemplary deeds of service for their country or fellow citizens. This is generally recognized as the second highest award of our Government.

The recipient receives a medal and a citation signed by the President.

NATIONAL MEDAL OF SCIENCE: Established by P.L. 86-209 of August 25, 1959, as amended (42 U.S.C. 1881), to provide recognition to individuals who make outstanding contributions in the physical, biological, mathematical, engineering, behavioral, or social sciences.

Not more than twenty individuals shall be awarded the Medal in any one calendar year. The President's Committee on the National Medal of Science receive, on behalf of the President, the recommendations made by the National Academy of Sciences.

The recipient receives a medal and a citation signed by the President.

Born May 21, 1921 in Moscow and Died in 1989. Sakharov was a brilliant physicist, noted as the father of the Soviet hydrogen bomb, before embarking in the 60s on his lifelong pursuit of, first, educational and scientific reform in the Soviet Union, and later, intellectual freedom and a democratic socialism that would bring the U.S. and the former Soviet Union together in cooperative efforts.

Harry W. Shlaudeman *Diplomat* *Recommended by Jim Baker and Brent Scowcroft*

✓ Ambassador Shlaudeman came out of retirement at the President's personal request to serve as the U.S. envoy to Nicaragua and to the newly elected Chamorro Administration. He helped that government in its efforts to achieve national reconciliation, in spite of the Sandinistas' vow to "rule from below." He was the "hero and mainstay" of our Contadora efforts; Ambassador to Argentina during the Falkland War; Deputy Chief of Mission in Chile during the Allende regime; Chief Political Officer during the Dominican coup; at the side of the Secretary of State during the invasion of Czechoslovakia.

Aleksandr Solzhenitsyn *Soviet novelist* *Recommended by B. Gray*

Born December 11, 1918. Soviet novelist and Nobel Prize winner who achieved international fame in the early 60s with his book describing life in a forced labor camp during the Stalin era. Fought in WW2 and later arrested for writing a letter criticizing Stalin. Imprisoned for more than 8 years after which he spent 3 additional years in a detention camp. Rehabilitated in 56, allowed to settle in central Russia where he became a mathematics teacher. He wrote *One Day in the Life of Ivan Denisovich* in 1962. The book was a political sensation abroad and in the Soviet Union, and inspired others to write. He was exiled from the Soviet Union on February 13, 1974 and currently resides in Vermont.

Isaac Stern *Musician* *Recommended by Laurie Firestone*

✓ Born July 21, 1920 in Kreminiecz, Soviet Ukraine. Considered to be the first American violin virtuoso. His taste and facility are said to be unsurpassed, and his energy is legendary. He has played as many as 200 concerts in a year, made some 100 recordings, and performed in virtually every major country in the world, although he has refused to play in Germany. He is also credited with helping to save Carnegie Hall from the wrecking ball. Mr. Stern was awarded the National Medal of the Arts in 1991.

Elie Wiesel *Scholar* *Recommended by Shirley Green*

A survivor of the German death camps, the Romanian-born and French-educated author and journalist has been called "the spiritual archivist of the holocaust," and "the messenger of the Jewish dead to the living." The

THE WHITE HOUSE

WASHINGTON

November 10, 1992

MEMORANDUM FOR THE PRESIDENT

FROM: PHILLIP D. BRADY *mb*

SUBJECT: Medal of Freedom

Last August we provided you with a list of twenty-one candidates for the Presidential Medal of Freedom. At that time you expressed a preliminary interest in eleven candidates (Leonard Bernstein (posthumously), David Brinkley, Ella Fitzgerald, Audrey Hepburn, Max Kampelman, William Paley, I.M. Pei, Martha Raye, Harry W. Shlaudeman, Isaac Stern, and Richard Petty). A copy of our original memorandum with your annotations is attached for your consideration. You have subsequently expressed an interest in Ambassador Strauss.

In reviewing the original list of candidates again, we recommend several additional candidates for your consideration. President Ronald Reagan, General John Vessey, and Johnny Carson. You may have other candidates that should be considered.

We believe that the selection of 10 to 15 recipients would be consistent with past practice, given the number of awards made by Presidents Reagan (during his first term) and Carter. We are working with Kathy Super to schedule a presentation luncheon in early December.

With respect to the Citizens Medal, as we discussed, President Reagan awarded the medal to a number of members of his Administration. A complete list of the individuals to whom President Reagan award the Citizens Medal is attached. In that regard, it is recommended that consideration be given to Marlin Fitzwater for his historic tenure as Press Secretary and his exceptional service during the Gulf War.

Attachments (2)

December 16, 1992

MEMORANDUM FOR PHILLIP BRADY
ASSISTANT TO THE PRESIDENT AND
STAFF SECRETARY

FROM:

Rm Geisler
RONALD GEISLER
EXECUTIVE CLERK

SUBJECT: Presidential Medals of Freedom Issued with
Distinction

As established by Executive Order 11085 of February 22, 1963, the Presidential Medal of Freedom may be issued with distinction. The following lists the numbers of Presidential Medals of Freedom:

President Kennedy

<u>With Distinction</u>	<u>Without Distinction</u>	<u>Total</u>
0	0	0

President Johnson

<u>With Distinction</u>	<u>Without Distinction</u>	<u>Total</u>
21	68	89

Names of recipients issued with distinction: Dean G. Acheson, Eugene R. Black, Ralph J. Bunche, Ellsworth Bunker (2 medals with distinction issued), Clark Clifford, James B. Conant, John F. Enders, Felix Frankfurter, W. Averell Harriman, John Fitzgerald Kennedy (posthumously), Robert A. Lovett, John J. McCloy, Jean Monnet, Luis Munoz-Marin, Edward R. Murrow, Pope John XXIII, Walt Whitman Rostow, Dean Rusk, Cyrus R. Vance, Carl Vinson.

President Nixon

<u>With Distinction</u>	<u>Without Distinction</u>	<u>Total</u>
3	25	28

Names of recipients issued with distinction: Edwin E. Aldrin, Neil A. Armstrong, Michael Collins.

President Ford

<u>With Distinction</u>	<u>Without Distinction</u>	<u>Total</u>
28	0	28

Names of recipients issued with distinction: (See attached)

President Carter

<u>With Distinction</u>	<u>Without Distinction</u>	<u>Total</u>
0	34	34

President Reagan

<u>With Distinction</u>	<u>Without Distinction</u>	<u>Total</u>
2	83	85

Names of recipients issued with distinction: Philip C. Habib,
Caspar W. Weinberger.

President Bush

<u>With Distinction</u>	<u>Without Distinction</u>	<u>Total</u>
0	36	36

President's Kennedy and Johnson are the only former Presidents to receive the Presidential Medal of Freedom. Kennedy's was with distinction, but Johnson's was not. (President Carter decided that no PMF would be issued with distinction).

KENNEDY, John Fitzgerald

Department

Subject

Presidential

Medal of Freedom
(with distinction)

CITATION: (From press release of 12/6/63)

John Fitzgerald Kennedy, 35th President of the United States, soldier, scholar, statesman, defender of freedom, pioneer for peace, author of hope -- combining courage with reason, and combating hate with compassion, he led the land he loved toward new frontiers of opportunity for all men and peace for all time. Beloved in a life of selfless service, mourned by all in a death of senseless crime, the energy, faith and devotion which he brought to his extraordinarily successful thought tragically brief endeavors will hereafter "light our country and all who serve it -- and the glow from that fire can truly light the world."

LYNDON B. JOHNSON

12/6/63: Presented in a ceremony in the State Dining Room by the President.
(Posthumously)

U.S. GOVERNMENT PRINTING OFFICE 242-804-h

JOHNSON, Lyndon Baines

Department

Subject

PRESIDENTIAL MEDAL
OF FREEDOM

(POSTHUMOUSLY)

CITATION: Lyndon B. Johnson cared deeply about our country, its citizens, and the condition of their lives. He knew well how to translate concern into action, and action into a national agenda. He did more than any American of his time to break the chains of injustice, illiteracy, poverty and sickness. We are a greater society because President Johnson lived among us and worked for us.

JIMMY CARTER

The White House

Washington, D.C., June 9, 1980

6/3/80: Announced by WH Press Ofc.
6/5/80: Citation sgd. by the President; citation postdated 6/9/80.
6/5/80: Orig. to Gretchen Poston.
6/9/80: Presented by the President in a South Lawn Ceremony (approx. 11:30 AM).

U.S. GOVERNMENT PRINTING OFFICE 16-80236-1

*Note: (1) President Carter decided that no PMF would be w/ distinction. (Ford made the same decision.)
(2) Kennedy & Johnson are the only former Presidents to receive the PMF or the Medal of Freedom.*

Departing House Members

Defeated in General Election

Name, Party, State, District	Service Began	Defeated By
Albert Bustamante, D-Texas (23)	1985	Henry Bonilla, R
Tom Coleman, R-Mo. (6)	1976	Pat Danner, D
John W. Cox Jr., D-Ill. (16)	1991	Donald Manzullo, R
Thomas J. Downey, D-N.Y. (2)	1975	Rick A. Lazio, R
Joseph D. Early, D-Mass. (3)	1975	Peter I. Blute, R
Ben Erdreich, D-Ala. (6)	1983	Spencer Bachus, R
Bill Green, R-N.Y. (14)	1978	Carolyn B. Maloney, D
Clyde C. Holloway, R-La. (6)	1987	Richard H. Baker, R
Joan Kelly Horn, D-Mo. (2)	1991	James M. Talent, R
Jerry Huckaby, D-La. (5)	1977	Jim McCrery, R
Jim Jontz, D-Ind. (5)	1987	Steve Buyer, R
Peter H. Kostmayer, D-Pa. (8)	1983	Jim Greenwood, R
Ron Marlenee, R-Mont. (AL)	1977	Pat Williams, D
Nicholas Mavroules, D-Mass. (6)	1979	Peter J. Torkildsen, R
Bob McEwen, R-Ohio (6)	1981	Ted Strickland, D
Tom McMillen, D-Md. (1)	1987	Wayne T. Gilchrest, R
Dave Nagle, D-Iowa (2)	1987	Jim Nussle, R
Mary Rose Oakar, D-Ohio (10)	1977	Martin R. Hoke, R
Liz J. Patterson, D-S.C. (4)	1987	Bob Inglis, R
Richard Ray, D-Ga. (3)	1983	Mac Collins, R
Frank Riggs, R-Calif. (1)	1991	Dan Hamburg, D
John J. Rhodes III, R-Ariz. (1)	1987	Sam Coppersmith, D
Don Ritter, R-Pa. (15)	1979	Paul McHale, D
Gerry Sikorski, D-Minn. (6)	1983	Rod Grams, R

* Kostmayer also served 1977-81

Defeated in Primary

Name, Party, State, District	Service Began	Defeated By
Bill Alexander, D-Ark. (1)	1969	Blanche Lambert
Beryl Anthony Jr., D-Ark. (4)	1979	Bill McCuen
Chester G. Atkins, D-Mass. (5)	1985	Martin T. Meehan
Terry L. Bruce, D-Ill. (19)	1985	Rep. Glenn Poshard
Beverly B. Byron, D-Md. (6)	1979	Tom Hattery
Mickey Edwards, R-Oka. (5)	1977	Ernest Istook Jr.
Charles Hatcher, D-Ga. (2)	1981	Sanford Bishop
Charles A. Hayes, D-Ill. (1)	1983	Bobby L. Rush
Carroll Hubbard Jr., D-Ky. (1)	1975	Tom Barlow
Ben Jones, D-Ga. (4)	1989	Don Johnson
Joe Kolter, D-Pa. (4)	1983	Ron Klink
Robert J. Lagomarsino, R-Calif. (19)	1974	Michael Huffington
Clarence E. Miller, R-Ohio (10)	1967	Rep. Bob McEwen
Dick Nichols, R-Kan. (5)	1991	Eric R. Yost
Marty Russo, D-Ill. (3)	1975	Rep. William O. Lipinski
Gus Savage, D-Ill. (2)	1981	Mel Reynolds
Stephen J. Solarz, D-N.Y. (13)	1975	Nydia M. Velazquez
Harley O. Staggers, D-W.Va. (1)	1983	Rep. Alan B. Mollohan
Guy Vander Jagt, R-Mich. (9)	1966	Peter Hoekstra

Seeking Other Office

Name, Party, State, District	Service Began	Other Office
Les AuCoin, D-Ore. (1)	1975	Senate ¹
Barbara Boxer, D-Calif. (6)	1983	Senate ²
Thomas R. Carper, D-Del. (AL)	1983	Governor ²
Ben Nighthorse Campbell, D-Colo. (3)	1987	Senate ²
Tom Campbell, R-Calif. (12)	1989	Senate ¹
Rod Chandler, R-Wash. (8)	1983	Senate ¹

William E. Dannemeyer, R-Calif. (39)	1979	Senate ¹
Byron L. Dorgan, D-N.D. (AL)	1981	Senate ²
Mel Levine, D-Calif. (27)	1983	Senate ¹
Jim Moody, D-Wis. (5)	1983	Senate ¹
Sid Morrison, R-Wash. (4)	1981	Governor ¹
Wayne Owens, D-Utah (2)	1987	Senate ¹
Richard H. Stallings, D-Idaho (2)	1985	Senate ¹

† Lost in primary
¹ Lost in general election
² Won in general election
 * Owens also served 1973-75

Retirements

Name, Party, State, District	Service Began	Age
George F. Allen, R-Va. (7)	1991	40
Glenn M. Anderson, D-Calif. (32)	1969	79
Frank Annunzio, D-Ill. (11)	1965	77
Doug Barnard Jr., D-Ga. (10)	1977	70
Charles E. Bennett, D-Fla. (3)	1949	81
William S. Broomfield, R-Mich. (18)	1957	70
Lawrence Coughlin, R-Pa. (13)	1969	63
Robert W. Davis, R-Mich. (11)	1979	60
Bill Dickinson, R-Ala. (2)	1965	67
Brian Donnelly, D-Mass. (11)	1979	46
Bernard J. Dwyer, D-N.J. (6)	1981	71
Mervyn M. Dymally, D-Calif. (31)	1981	66
Dennis E. Eckart, D-Ohio (11)	1981	42
Dante B. Fascell, D-Fla. (19)	1955	75
Edward F. Feighan, D-Ohio (19)	1983	45
Joseph M. Gaydos, D-Pa. (20)	1969	66
Frank J. Guarini, D-N.J. (14)	1979	68
John Paul Hammerschmidt, R-Ark. (3)	1967	70
Claude Harris, D-Ala. (7)	1987	52
Dennis M. Hertel, D-Mich. (14)	1981	43
Larry J. Hopkins, R-Ky. (6)	1979	59
Frank Horton, R-N.Y. (29)	1963	72
Andy Ireland, R-Fla. (10)	1977	62
Craig T. James, R-Fla. (4)	1989	51
Ed Jenkins, D-Ga. (9)	1977	59
William Lehman, D-Fla. (17)	1973	79
Norman F. Lent, R-N.Y. (4)	1971	61
Bill Lowery, R-Calif. (41)	1981	45
Charles Luken, D-Ohio (1)	1991	41
David O'B. Martin, R-N.Y. (26)	1981	48
Raymond J. McGrath, R-N.Y. (5)	1981	50
Matthew F. McHugh, D-N.Y. (28)	1975	53
John Miller, R-Wash. (1)	1985	54
Robert J. Mrazek, D-N.Y. (3)	1983	46
Henry J. Nowak, D-N.Y. (33)	1975	57
Jim Olin, D-Va. (6)	1983	72
Don J. Pease, D-Ohio (13)	1977	61
Carl C. Perkins, D-Ky. (7)	1984	38
Carl D. Pursell, R-Mich. (2)	1977	59
Matthew J. Rinaldo, R-N.J. (7)	1973	61
Robert A. Roe, D-N.J. (8)	1969	68
Edward R. Roybal, D-Calif. (25)	1963	76
James H. Scheuer, D-N.Y. (8)	1965	72
Dick Schulze, R-Pa. (5)	1975	62
Lawrence J. Smith, D-Fla. (16)	1983	51
Robin Tallon, D-S.C. (6)	1983	46
Lindsay Thomas, D-Ga. (1)	1983	48
Bob Traxler, D-Mich. (8)	1974	61
Vin Weber, R-Minn. (2)	1981	40
Howard Wolpe, D-Mich. (3)	1979	53
Chalmers P. Wylie, R-Ohio (15)	1967	71
Gus Yatron, D-Pa. (6)	1969	65

* Scheuer did not serve 1973-75

Senate Incumbents Not Returning

Defeated in General Election *

Name, Party, State	Service Began	Defeated By
John Seymour, R-Calif.	1991	Dianne Feinstein, D
Terry Sanford, D-N.C.	1987	D. M. "Lauch" Faircloth, R
Bob Kasten, R-Wis.	1981	Russell D. Feingold, D

Retirements

Name, Party, State	Service Began	Age
Brock Adams, D-Wash.	1987	65
Jocelyn Birch Burdick, D-N.D.	1992	70
Alan Cranston, D-Calif.	1969	78
Jake Garn, R-Utah	1975	60
Warren B. Rudman, R-N.H.	1981	62
Steve Symms, R-Idaho	1981	54
Tim Wirth, D-Colo.	1987	53

Defeated in Primary

Name, Party, State	Service Began	Defeated By
Alan J. Dixon, D-Ill.	1981	Carol Moseley Braun

* Georgia Democratic Sen. Wyche Fowler Jr. held a slight lead over Republican Paul Coverdell. If Fowler does not receive 50 percent of the vote state law requires a runoff election. That election would be Nov. 24.

Walters/Martin/Aarhus
November 25, 1992
12:00 noon
[MOF]

CITATIONS FOR THE PRESIDENTIAL MEDALS OF FREEDOM,
DECEMBER 11, 1992
TIME TBD

*work in this thought
His humor was
never cruel
or hateful*

JOHNNY CARSON

The greatest talk show host in television history, Johnny Carson left the Nebraska plains to preside over late night TV for almost 30 years. With a quick wit and a sure golf swing, Johnny kept the pulse of the nation, and assured us that even in the most difficult times, it was still okay to laugh. The United States honors Johnny Carson, who personifies American humor and America's heart.

HARRY SHLAUDEMAN

Ambassador Harry Shlaudeman is one of America's most decorated and masterful foreign service officers. In almost four decades of service to eight Presidents, he has faced adverse circumstances, crises, and war with personal bravery and professional skill. He demonstrated his loyalty again in 1990, when at the request of the President, he came out of retirement to serve as Ambassador to Nicaragua and helped ensure that nation's peaceful transition to democracy. For his decades of meritorious service, courageous diplomacy, and protection of our interests abroad, the United States commemorates the service of Ambassador Harry Shlaudeman.

DAVID BRINKLEY

The name David Brinkley is synonymous with television news. From his days as NBC's White House correspondent to his time as co-anchor of the Huntley-Brinkley Report to his Sunday morning show on ABC, David Brinkley has explained the complexities of government to generations of Americans. With the wisdom of experience and a wry wit, he has informed our decisions and held our leaders accountable. The United States recognizes his contributions to broadcast journalism.

8/8/92
9/8THE WHITE HOUSE
WASHINGTON

August 7, 1992

MEMORANDUM FOR THE PRESIDENT

FROM: Phillip D. Brady *PHB*

SUBJECT: Medal of Freedom

Phil!
Some random
observations
below
Ans

As you know, you awarded the Medal of Freedom on November 18, 1991, to 10 individuals; on December 12, 1991 to Secretary General Javier Perez de Cuellar; and on March 17, 1992, to Sam Walton. More recently, you requested that consideration be given to awarding a medal to Richard Petty.

We have been operating on the assumption that given both the reality of scheduling such an event and the political prism through which everything is viewed this year, that any Medal of Freedom ceremony this year should wait until after the election. However, in the event you feel otherwise, please find attached a listing of individuals who have been seriously proposed for the Medal of Freedom or the Citizens' Medal. *// I agree*

Any ceremony scheduled in the near future should probably be small. If you are interested in considering any of those listed here or any other person, we would need to do additional background checks prior to being able to make final recommendations to you.

Relative to your immediate predecessors, to date you have not awarded as many Medal of Freedom or Citizens Medals as they did during a four-year term. With that in mind, it would be appropriate to have an awards ceremony sometime before the end of this year. *// agree*

Thank you.

That we
need more
College Presidents
Black
Propan

I've checked
some names to
be considered, but I think
we need more
thought on this
Let's discuss
at a later
date

Petty should work
on First Team

THE WHITE HOUSE

WASHINGTON

July 23, 1992

MEMORANDUM FOR PHIL BRADY

From: Charlie Horvath *Charlie*
Through: Shirley Green *smg*
Subject: Candidates for the Presidential Medal of Freedom and the
Presidential Citizens Medal

I have listed below those candidates from the master list that appear to be worthy of consideration for these Presidential awards. In addition, I have attached a copy of all nominees for your review.

PRESIDENTIAL MEDAL OF FREEDOM

John L. Atwood *Aviation Pioneer* *Recommended by Art Neff*
Lee Atwood was born on October 26, 1904. Graduated from Hardin Simmons University and the University of Texas. Served in the Army Air Corps at an engineer. Design Engineer for Douglas Aircraft and later Vice President and Chief Engineer for North American Aviation. He helped to design such great aircraft as the P-51, B-25, B-1, and the space shuttle. He became president of Rockwell International following the merger with North American Aviation. He has been awarded the Aerospace Pioneer of the Year Award in honor of his 60-plus years of achievement in the aerospace industry (1988), and the Wright Brothers Memorial Trophy.

✓ **Leonard Bernstein** *Composer* *Recommended by Mike Compo*
Mr. Bernstein was well known for his wide diversity in the field of music. He wrote several American musicals, among them "On the Town," "Wonderful Town," "Candide," and "West Side Story." In addition, he was an accomplished pianist, a superb conductor, composer, and writer of ballet. One of his greatest contributions was his television programs on subjects such as conducting, symphonic music, and jazz, and his work on the Philharmonic's "Young People's Concerts." (Posthumous award)

✓ **David Brinkley** *Journalist* *Recommended by C. Horvath*
Born July 10, 1920 in Wilmington, N.C., Mr. Brinkley attended classes at the University of North Carolina, majoring in English. He became a reporter for the Wilmington *Star-News* in 1938 and remained there until 1942. He

worked as a one-man bureau for UPI in a number of southern cities before coming to Washington, D.C. and joining NBC as a script-writer for staff announcers. By 1944, he was delivering his own broadcasts on television. His dry, succinct, sardonic style won him national notice, and he took increasingly important assignments until 1956, when he joined one of the most popular news-commentary shows in television. The duo won the Emmy a number of times for the mix of incisive reporting and purposeful moralizing. In the 1980s he created This Week With David Brinkley, a popular Sunday morning inside-the-beltway news show with George Will and Sam Donaldson.

Frank Capra *Movie Director* *Recommended by R. Kastenmeier*

Mr. Capra was considered America's best loved filmmakers and the champion of the ordinary American. His films brought a sense of common life to the screen. His classics, filmed in the 30s, *It Happened One Night*, *Mr. Deeds Goes to Town*, *Lost Horizon*, *You Can't Take It With You*, *Mr. Smith Goes to Washington*, brought laughter and hope to his audiences as he expressed the deepest fears and aspirations of the country during the Great Depression. He produced a series of government films during WW2 to educate the public about the nature of the conflict. Following the war, he made one of his most memorable films -- *It's a Wonderful Life*. Following his retirement, he embarked on a career as a teacher, speaking at more than 250 schools and film festivals to give inspiration to the new generation of filmmakers. (Posthumous award)

Marjory Stoneman Douglas *Environmentalist* *Recommended by Shirley Green*

Ms. Douglas turned 100 years old on April 4, 1900 and continues her efforts to educate the public on the importance of the Everglades to the survival of South Florida. She is an author and environmentalist. Her work, *The Everglades: River of Grass*, was published in 1947 and this work catapulted her into fame as an environmentalist. She has actively fought for controls against development that would intrude on the Everglades claiming that the Everglades were the only thing standing between the beauty of South Florida and the deserts of South Florida.

Ella Fitzgerald *Entertainer* *Recommended by Austin Furse*

✓ Ms. Fitzgerald was born in Newport News, Virginia on April 25, 1918. She has been heralded as "the first lady of song" for more than 30 years. Ms. Fitzgerald has been mesmerizing audiences with her unique, jazz-flavored interpretations of American popular music since the heyday of the big bands. She began her singing career as a vocalist with the Chick Webb's band. She was named top female singer of the year by Down Beat magazine in 1937. She won that title 21 times including 18 years in a row. She has sung with

virtually all of the jazz giants, with major symphony orchestras, and with her own backup trio. She has more than 200 recordings, 12 of which won Grammys. She was awarded a Kennedy Center honor in 1979 and the National Medal of Art in 1987.

John Hope Franklin *Educator* *Recommended by John Gardner*

Mr. Franklin is a historian, well known for his work on Black History. He has taught at Howard, Fisk University, Alabama State Teachers College, and Brooklyn College. Mr. Franklin has written numerous articles and many full-length books on Black history. He currently is teaching constitutional history at Duke University Law School.

J. Peter Grace *Businessman* *Recommended by Mary Ann Bellamy*

Mr. Grace is a respected corporate executive who has served on various committees for the U.S. government. He is deeply committed to charity work. His foundation supports 600 organizations including some 2000 colleges. His resume spans about six pages and is largely a listing of the substantial number of humanitarian acts that he and his organization have performed throughout the world.

Audrey Hepburn *Entertainer* *Recommended by C. Untermeyer*

✓ Born in Belgium and raised in Holland. Became a star in movies and on Broadway. Her greatest works were *Breakfast at Tiffany's*, *Roman Holiday*, and *Gigi*. Her work with UNICEF, however, is primarily the reason she has been nominated. She devotes her time to helping UNICEF raise money. According to Lawrence Bruce, President of US Committee for UNICEF, "Many people think that UNICEF gets a slice of the UN pie, which is not the case. The organization has to raise its funds each year..." Besides helping to raise funds, Ms. Hepburn has made field trips to 128 countries over the past 4 years.

Wilhelmina Holladay *Philanthropist; museum founder and president* *Recommended by S. Green*

Founder of The National Museum of Women in the Arts, which officially opened its doors to the public in Washington, D.C., on April 7, 1987. Some 20 years earlier, while touring the art galleries and museums of Europe with her husband, Mrs. Holladay discovered to her dismay that, with a few exceptions, women artists were virtually unrecognized by the art establishment and the general public. In the years that followed, Mrs. Holladay collected a substantial number of works by female artists, which form the basis of the permanent holdings of the National Museum of Women in the Arts. Responding to feminists who insist that women's art should not be segregated, Mrs. Holladay has said that the National Museum of Women in the Arts constitutes "a forum for greater awareness of women in the arts

and their contribution to the aesthetic aspect of life." She maintains that the "intent is not to separate art into male and female, but to uncover and celebrate the hidden contribution of women in the history of art." Mrs. Holladay is expanding the scope of the museum in order to expose the public to outstanding work by women in other disciplines, including musical composition and performance, architecture, landscape design, poetry, playwriting, acting, choreography, and dance.

Max M. Kampelman

Diplomat

*Recommended by Anne
Armstrong*

V Ambassador Kampelman has served his country well in a wide range of positions -- legal counsel to Senator H. Humphrey, senior advisor U.S. Delegation to UN, ambassador and chairman U.S. Delegation to the Conference on Security and Cooperation in Europe, counselor at the Department of State, and as Head of the U.S. negotiating team on nuclear and space arms.

Donald Henderson

Medical Research

*Recommended by Dr. Bromley
and the president of the
National Academy of Science*

Dr. Henderson is the Dean of the Johns Hopkins University School of Hygiene and Public Health. He directed the World Health Organization global campaign to eradicate smallpox. Under his leadership, more than 700 advisers from 69 countries and over 200,000 national health staff and volunteers worked together on one of medical history's most ambitious undertakings. On May 8, 1980, the World Health Assembly officially declared that smallpox had been eradicated, the first time humanity has succeeded in completely eliminating a disease.

Paul MacCready *Aviation Engineer* *Recommended by MaryJo Lewis
and a host of other individuals*

Dr. MacCready was born in New Haven, Connecticut in 1925. Received his BS in Physics from Yale in 1947, a Master Degree and PhD from Cal Tech. His career has been marked with many exceptional accomplishments, including: names "Engineer of the Century" by the American Society of Engineers; first American to win the International Soaring Championship, conceived the Gossamer Condor and Albatross, developed the solar challenger which flew from England to Paris on solar power; led the AeroVironment-GM team in developing the Sunraycer -- a solar powered vehicle that won the international solar race across Australia; pioneered "wind forms" for the creation of clean, renewal energy making it into a commercially viable business during the early 80s. He was also honored with the Charles Lindburgh award which goes to individuals who have devoted their life in pursuing a balance between technology and the environment.

William S. Paley *Broadcast news pioneer* *Recommended by S. Green*
Born September 28, 1901 in Chicago, Illinois. Entered the communications business in 1927 with the United Independent Broadcasters, Inc., changing its name to Columbia Broadcasting System (CBS). Expanded his number of radio stations rapidly. At the same time, he initiated the first educational and cultural (noncommercial) programs, followed by such innovations as live broadcasts of the New York Philharmonic Symphony concerts and the Church of the Air. In 1931, he began to organize CBS's worldwide news-gathering system. CBS's news organization had as its base some of the greatest names in journalism: Edward R. Morrow, William Shirer, Howard K. Smith. CBS under Paley entered television in 1931 and by 1947 owned several TV stations around the country. In 1940, CBS began the development of color television, developing the standard that was adopted in 1951. During World War II, Paley served in Europe in the Office of War Information and later as deputy chief of the Psychological Warfare Division of General Eisenhower's staff.

✓ **Ieoh Ming Pei** *Architect* *Recommended by Shirley Green*
Born on April 26, 1917 in Canton, China. (U.S. citizenship 1954) Mr. Peo is considered one of the premier architects in the world today. Among his accomplishments: Mile High Center, Denver; Dallas City Hall; John F. Kennedy Library, Boston; Fragrant Hill Hotel, Beijing.

✓ **Martha Raye** *Entertainer* *Recommended by over 5000 Vietnam Veterans, Dick Cheney*
Born August 27, 1916 in Butte, Montana. Actress, singer, comedienne, Ms. Raye has made Americans laugh for over 50 years. Best known for her slapstick humor, she is an accomplished actress and singer. Her strength as a candidate comes from her unselfish service to our Armed Forces over the past 40 years. She has entertained troops on the front lines during World War II, Korea, and Vietnam. She held a reserve commission of colonel and has been awarded two Purple Hearts -- one while assisting in the evacuation of wounded troops in Vietnam (**Personal note:** I recognize that her recent marriage, for the 8th time, to a man 35 years her junior has made her a less than stellar candidate. However, if you could read some of the eyewitness accounts of her actions in behalf of service personnel in combat, I think you would agree that she clearly stands head and shoulders above many of the people who have received this award. cjh)

Andrei Sakharov *Physicist* *Recommended by John Gardner*

Born May 21, 1921 in Moscow and Died in 1989. Sakharov was a brilliant physicist, noted as the father of the Soviet hydrogen bomb, before embarking in the 60s on his lifelong pursuit of, first, educational and scientific reform in the Soviet Union, and later, intellectual freedom and a democratic socialism that would bring the U.S. and the former Soviet Union together in cooperative efforts.

Harry W. Shlaudeman *Diplomat* *Recommended by Jim Baker and Brent Scowcroft*

✓ Ambassador Shlaudeman came out of retirement at the President's personal request to serve as the U.S. envoy to Nicaragua and to the newly elected Chamorro Administration. He helped that government in its efforts to achieve national reconciliation, in spite of the Sandinistas' vow to "rule from below." He was the "hero and mainstay" of our Contadora efforts; Ambassador to Argentina during the Falkland War; Deputy Chief of Mission in Chile during the Allende regime; Chief Political Officer during the Dominican coup; at the side of the Secretary of State during the invasion of Czechoslovakia.

Aleksandr Solzhenitsyn *Soviet novelist* *Recommended by B. Gray*

Born December 11, 1918. Soviet novelist and Nobel Prize winner who achieved international fame in the early 60s with his book describing life in a forced labor camp during the Stalin era. Fought in WW2 and later arrested for writing a letter criticizing Stalin. Imprisoned for more than 8 years after which he spent 3 additional years in a detention camp. Rehabilitated in 56, allowed to settle in central Russia where he became a mathematics teacher. He wrote *One Day in the Life of Ivan Denisovich* in 1962. The book was a political sensation abroad and in the Soviet Union, and inspired others to write. He was exiled from the Soviet Union on February 13, 1974 and currently resides in Vermont.

Isaac Stern *Musician* *Recommended by Laurie Firestone*

✓ Born July 21, 1920 in Kreminiecz, Soviet Ukraine. Considered to be the first American violin virtuoso. His taste and facility are said to be unsurpassed, and his energy is legendary. He has played as many as 200 concerts in a year, made some 100 recordings, and performed in virtually every major country in the world, although he has refused to play in Germany. He is also credited with helping to save Carnegie Hall from the wrecking ball. Mr. Stern was awarded the National Medal of the Arts in 1991.

Elie Wiesel *Scholar* *Recommended by Shirley Green*

A survivor of the German death camps, the Romanian-born and French-educated author and journalist has been called "the spiritual archivist of the holocaust," and "the messenger of the Jewish dead to the living." The

perennial problem of reconciling the concept of a benevolent God with the prevalence of evil in the world is a basic theme in his work, which superimposes modern existentialism on traditional Judaism.

PRESIDENTIAL CITIZEN MEDAL

Dr. Mortimer J. Adler *Author* *Recommended by Bill Buckley Jr.*

Dr. Adler has written over 100 articles for popular and professional magazines and is a frequent TV talk show guest. He has written several books recommending the radical reform of our educational system.

Earl E. Bakken *Businessman* *Recommended by Nils Hassleno*

Mr. Bakken is one of the fathers of cardiac pacing. As an inventor, entrepreneur, and educator for the 40 years since pacing therapy moved from the lab to the doctor's office, he has provided dedicated support and expertise to the project. The cardiac pacemaker is considered one of the ten most outstanding engineering achievements in the last 50 years.

Father Alfred Boeddeker *Religious leader* *Recommended by*
James Scatena

Father Boeddeker has worked with the needy, the poor, and the underprivileged for 45 years. He has established chapels, dining rooms, schools, and medical clinics for the needy in Tijuana, Mexico; San Francisco, California; and Santo Domingo.

Clement E. Conger *Foreign Service officer,* *Recommended by*
Curator *Wiley C. Grant*

Mr. Conger served as the Curator of the Diplomatic Reception Rooms, Department of State from 1961 until 1992. He also was Curator of the White House from 1970 to 1986, and Curator of Blair House from 1976 until 1992. Prior to these assignments he served several positions with the State Department including two tours as Assistant Chief and Deputy Chief of Protocol. He initiated the program of securing prestige furnishings for the State Department rooms by gifts and loans. The collection of fine period American furniture, historic American paintings, and decorative arts are valued at \$50m. It is acknowledged to be the most important collection of 18th and 19th century American furniture in Washington. While at the White House, Mr. Conger was responsible for refurbishing 27 rooms, restoring most of them more authentically than ever before to the elegance they may have had in the first quarter of the 19th century.

Ulrike (Uli) Derickson *Stewardess* *Recommended by C. Horvath*

Purser on TWA Flight 845 during the 1984 hijacking in which Robert Stethem was killed. According to passenger accounts following the ordeal, she was solely responsible for preventing further loss of life. She stopped the hijackers from beating another serviceman to death and ensuring that all passengers were provided with food and water. Only negative report came from Israelis and U.S. supporters of Israel who claimed she provided the hijackers with the passports of Jewish passengers. This was proven to be incorrect. Ms. Derickson was a West German citizen at the time of the hijacking, but became a U.S. citizen in April 1987.

Anthony S. Fauci *Medical Doctor* *Recommended by J. Gardner*
Dr. Fauci was born on December 24, 1940 in Brooklyn, NY. He is currently the Director of the National Institute of Allergy and Infectious Diseases and in charge of NIH's study into the AIDS virus. Besides his work on AIDS, Dr. Fauci did pioneering work on Wegener's granulomatosis, polyarteritis nodosa and lymphomatoid granulomatosis. His work was ranked "as one of the most important advances in patient management and rheumatology over the past 20 years." He is well known for his research into AIDS.

Stanley H. Fryczynski, Jr. *Volunteer* *Recommended by Frank Guarini*
He holds two volunteer positions -- president of the Deborah Hear and Lung Center and chairman of the Children of the World Program of the Deborah Foundation. The organization provides care in the medical fields of heart valve transplants, industrial pulmonary disease, clinical research and continuing progress in cardiac imaging. No bill for services has ever been given to its patients.

Joseph John Jova *Diplomat* *Recommended by S. Dillon Ripley*
During a 30-year foreign service career, he served as vice Consul in Iraq, Morocco, and Portugal; as Deputy Chief of Mission and Charge d'Affaires in Chile; and as Ambassador to Honduras, the Organization of American States, and Mexico. As president of Meridian House, he oversaw a private organization that works to improve relations with other countries through a myriad of activities.

Gene Curran Kelly *Dancer* *Recommended by Shirley Green*
Born August 23, 1912 in Pittsburgh, Pennsylvania. After studying economics at Penn State and the University of Pittsburgh, he found himself pumping gas during the depression. Gene Kelly decided dancing was easier and opened a studio in his basement. Almost completely self taught, he did so well he soon had a branch studio in Johnstown, and he did equally well when he decided to go to Broadway in 1938. He has starred in such films as

Anchors Away, Brigadoon, American in Paris, On the Town, Singing in the Rain. He has choreographed for the Paris Opera and directed several Broadway musicals.

William L. Mellon, Jr. *Philanthropist* *Recommended by Henry Kimelman*

Developed a modern medical facility and hospital in the remote and poverty stricken Artibonite River Valley in Haiti known as Deschapelles. He was a disciple of Dr. Albert Schweitzer and spent 35 years in Haiti establishing this facility. (Posthumous award)

Bill Mauldin *Cartoonist* *Recommended by David Bates*

An American hero at age 19 with his wartime cartoons (Willie and Joe) from the Italian front. He put a human face on the war. He's won the Pulitzer Prize twice, run for Congress, written 14 books, a couple of plays, and is currently nearing retirement from cartooning.

Arnold Palmer *Sports Figure* *Recommended by C. Horvath*

He is considered one of the greatest golfers ever to play the game. Born September 10, 1929, in Youngstown, PA, he learned the game from his father. After early success as an amateur, Palmer turned professional in 1954 and has since won over 90 tournaments, including 4 Masters. Arnold Palmer's personality and his golfing abilities brought golf to the forefront as a spectator sport and into television.

Rosa Parks *Civil Rights Activists* *Recommended by J. Gardner*

A seamstress who refused to give up her seat on a public bus in 1955 and thereby started a boycott which resulted in the outlawing of segregation on city buses in Montgomery, Alabama. She has been called the "Mother of the Modern Civil Rights Movement."

Richard Petty *Race Car Driver* *Recommended by G. Bush*

Mr. Petty is considered to be the greatest stock-car racer in the world, having won more NASCAR races than any other driver (200). He credits his success to the cars he drives and to his crew. Always concerned about safety, the Pettys were the first stock-car competitors to use a roll-bar, a nylon window screen, and helmet-cooler, and have employed the use of two-way radios for communication with his pit crew. He retires at the end of this season.

✓

THE WHITE HOUSE
WASHINGTON

November 9, 1992

22 NOV 9 P3:24

MEMORANDUM FOR THE PRESIDENT

FROM: ALLAN BROMLEY *Alan*
SUBJECT: MEDAL OF FREEDOM

I write to suggest that you consider the award of the Medal of Freedom to Dr. Solomon Buchsbaum, Senior Vice President, Technology Systems, at the AT&T Bell Laboratories in Holmdel, New Jersey.

In addition to a lifetime of technology excellence and leadership within his industry, Dr. Buchsbaum has been a singularly effective member or chairman of a remarkable array of senior national advisory bodies in science and technology over the past several decades. A dedicated Republican, he chaired the White House Council throughout the Reagan Administration and is currently a member of both your Council of Advisors on Science and Technology and of the Defense Science Board.

The specific reason for my suggestion at this time is that Dr. Buchsbaum has come down with a life threatening illness -- a rare form of systemic cancer. He has just embarked on a very experimental and very courageous month long course of treatment wherein cells extracted from his bone marrow have been grown *in vitro*, those with specific cancer fighting properties have been selected, and they are now being reinjected in a somewhat last ditch effort at halting the course of the disease.

As a measure of Sol's continuing interest in and support for your Administration, he is making arrangements so that he can participate via a telephone link between his hospital isolation room in Boston and the PCAST meeting scheduled for November 12 and 13.

You will note in the attached CV that Sol was awarded the National Medal of Science in 1986. I am convinced that the award of the Medal of Freedom would be an appropriate recognition of a truly distinguished career both in science and technology and in service to his Nation.

Attachment

**SOLOMON J. BUCHSBAUM
AT&T BELL LABORATORIES**

Solomon J. Buchsbaum is Senior Vice President, Technology Systems, at AT&T Bell Laboratories in Holmdel, New Jersey.

A physicist by training, Dr. Buchsbaum has been active in national science policy advisory circles, serving on more than a dozen advisory councils concerned with defense, energy and the state of American science. He has published 50 papers in plasma and solid state physics and has been issued eight patents.

In his current position Buchsbaum is responsible for quality, technology, and process research, government systems, architectural framework for AT&T products, systems and services and R&D in support of manufacturing.

Dr. Buchsbaum joined Bell Laboratories in 1958 and performed theoretical and experimental research in gaseous and solid state plasmas. He became Head of the Solid State and Plasma Physics Research Department in 1961 and Director of the Electronics Research Laboratory in 1965. Dr. Buchsbaum left Bell Laboratories in 1968 to become Vice President in charge of research at the Sandia Laboratories of Sandia Corporation, then a subsidiary of Western Electric Company. He returned to Bell Laboratories in 1971 as Executive Director, Research, Communication Principles Division; that same year he was named Executive Director, Research, Communications Science Division. In 1975 he became Executive Director of the Transmission Systems Division and in 1976, Vice President of the Network Planning and Customer Services Area. Dr. Buchsbaum assumed his present position in May 1979.

Dr Buchsbaum is currently serving as a member of the President's Council of Advisors on Science and Technology and as a member of the Defense Science Board. He is also a member of the MIT Corporation Development Committee, the MIT Corporation Physics Dept. Visiting Committee, the Stanford University School of Engineering Advisory Council, and director at Draper Laboratory Corporation, Sandia National Laboratories as well as a trustee of the Rand Corporation. He has been Chairman of the White House Science Council, of the Energy Research Advisory Board and of the Defense Science Board; and a member of the MIT Lincoln Laboratory Advisory Board, the Board of Governors for the Argonne National Laboratory, the Energy Research and Development Agency's Fusion Power Coordinating Committee, the President's Science Advisory Committee, the Naval Research Advisory Committee, the White House Advisory Group on Technical Advances, the Office of Technology Assessment's Health of the Scientific and Technical Enterprise Advisory Panel, Council of the National Academy Engineering and a trustee of Argonne Universities Association. He served as associate editor of the *Review of Modern Physics*, the *Physics of Fluids* and the *Journal of Applied Physics* and as chairman of the Division of Plasma Physics of the American Physical Society.

He is a member of the National Academy of Engineering and the National Academy of Sciences, and a Fellow of the American Academy of Arts and Sciences, the American Association for the Advancement of Science, the American Physical Society, and the Institute of Electrical and Electronics Engineers.

Among his awards and honors are the Anne Molson Gold Medal (McGill University), the Secretary of Defense Medal for Outstanding Public Service (1977), the Secretary of Energy Award for Exceptional Public Service (1981), the National Medal of Science (1986), the Frederik Philips Award IEEE (1987), and the Arthur M. Bueche Award of the National Academy of Engineering (1990).

Dr. Buchsbaum received his B.S. and M.S. degree from McGill University in 1952 and 1953, respectively. He received his Ph.D. in physics from the Massachusetts Institute of Technology in 1957.

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Dr. Buchsbaum began his AT&T career with Bell Laboratories in 1958. He initially engaged in experimental and theoretical research in gaseous and solid state plasmas.

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Post-It TM brand fax transmittal memo 7671		# of pages > 2
To <i>Dr. Bramley</i>	From <i>SJ Buchsbaum</i>	
Co.	Co.	
Dept.	Phone # <i>908-582-7106</i>	
Fax # <i>202-395-3261</i>	Fax # <i>908-949-7183</i>	

THE WHITE HOUSE
WASHINGTON

November 9, 1992

2:37 PM P3:24

MEMORANDUM FOR THE PRESIDENT

FROM: ALLAN BROMLEY *Allan*
SUBJECT: MEDAL OF FREEDOM

I write to suggest that you consider the award of the Medal of Freedom to Dr. Solomon Buchsbaum, Senior Vice President, Technology Systems, at the AT&T Bell Laboratories in Holmdel, New Jersey.

In addition to a lifetime of technology excellence and leadership within his industry, Dr. Buchsbaum has been a singularly effective member or chairman of a remarkable array of senior national advisory bodies in science and technology over the past several decades. A dedicated Republican, he chaired the White House Council throughout the Reagan Administration and is currently a member of both your Council of Advisors on Science and Technology and of the Defense Science Board.

The specific reason for my suggestion at this time is that Dr. Buchsbaum has come down with a life threatening illness -- a rare form of systemic cancer. He has just embarked on a very experimental and very courageous month long course of treatment wherein cells extracted from his bone marrow have been grown in vitro, those with specific cancer fighting properties have been selected, and they are now being reinjected in a somewhat last ditch effort at halting the course of the disease.

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He is a member of the National Academy of Engineering and the National Academy of Sciences, ✓ and a Fellow of the American Academy of Arts and Sciences, the American Association for the Advancement of Science, the American Physical Society, and the Institute of Electrical and Electronics Engineers.

Among his awards and honors are the Anne Molson Gold Medal (McGill University), the Secretary of Defense Medal for Outstanding Public Service (1977), the Secretary of Energy Award for Exceptional Public Service (1981), the National Medal of Science (1986), the Frederik Philips Award IEEE (1987), and the Arthur M. Bueche Award of the National Academy of Engineering (1990).

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AT&T BELL LABORATORIES

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Co.	Co.	
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Fax # <i>202-395-3261</i>	Fax # <i>908-949-7183</i>	

THE WHITE HOUSE

WASHINGTON

November 16, 1992

MR. PRESIDENT:

It would be appreciated if you could advise if you wish to call any of the individuals listed below to personally inform them of your decision to present them with the Medal of Freedom at a White House ceremony on December 11.

✓ Bob Strauss

✓ Johnny Carson

General John Vessey ✓

✓ David Brinkley

Audrey Hepburn

I. M. Pei

✓ Harry Shlaudeman

Richard Petty

Isaac Stern

Elie Wiesel

Ella Fitzgerald

Thank you.

P.D.

Phillip D. Brady

If you wish to call any of the above we'll provide appropriate contact numbers. If not, Sec. Baker will call general and the others will be appropriately contacted.

Thank you, Phil



THE PRESIDENT



November 17, 1992

To: Phil Brady. I'll make these
Phone calls for Medal of Freedom:

Johnny Carson

Bob Strauss

Elie Wiesel

David Brinkley

Gen. John Vessey

Audrey Hepburn
Richard Petty

Please have someone else contact
Pei
Shlaudeman
Stern
Fitzgerald

THE WHITE HOUSE

WASHINGTON

November 16, 1992

MEMORANDUM FOR THE PRESIDENT

FROM: PHILLIP D. BRADY 

SUBJECT: Medal of Freedom

Pursuant to your request, please find below a listing of the nine individuals you selected for the Medal of Freedom. With regard to Tony Faucci it's recommended that he be considered for the Citizens Medal given his mid-career status. In that regard, it would appear to be appropriate to schedule a Citizens Medal presentation ceremony sometime after the first of the year as you may well wish to present the Medal to some other members of your Administration at that time in addition to those you have already identified as awardees (General Adrian St. John).

An individual you may wish to consider in lieu of Dr. Faucci for the "tenth slot" is Ambassador Strauss. In addition, you may wish to select more than ten individuals as scheduling considerations may preclude some of those you have already selected (Johnny Carson, General John Vessey, David Brinkley, Audrey Hepburn, I.M. Pei, Harry Shlaudeman, Richard Petty, Isaac Stern, Elie Wiesel) from being able to accept the award.

Finally, working with Kathy and Laurie we have tentatively scheduled the Medal of Freedom luncheon for December 11.

Walters/Martin/Aarhus
December 1, 1992
4:00 p.m.
[MEDAL.REV]

2 DEC 1 P4:23

CITATIONS FOR THE PRESIDENTIAL MEDALS OF FREEDOM,
DECEMBER 11, 1992
TIME TBD

JOHNNY CARSON

One of America's greatest television personalities, Johnny Carson left the Nebraska plains to preside over late night TV for almost 30 years. With a quick wit and a sure golf swing, Johnny's good-natured humor kept the pulse of the Nation, and assured us that even in the most difficult times, it was still okay to laugh. The United States honors Johnny Carson, who personifies the heart and humor of America.

HARRY SHLAUDEMAN

Ambassador Harry Shlaudeman is one of America's most decorated and masterful Foreign Service officers. In almost four decades of service to eight Presidents, through international crises and war, he has faced every challenge with personal bravery and professional skill. He demonstrated his loyalty again in 1990, when at the request of the President, he came out of retirement to serve as Ambassador to Nicaragua and helped ensure that Nation's peaceful transition to democracy. For his decades of meritorious service, courageous diplomacy, and protection of our interests abroad, the United States commemorates the service of Ambassador Harry Shlaudeman.

DAVID BRINKLEY

The name David Brinkley is synonymous with television news. From his days as NBC's White House correspondent to his time as co-anchor of the Huntley-Brinkley Report to his Sunday morning show on ABC, David Brinkley has explained the complexities of current events to generations of Americans. With the wisdom of experience and a wry wit, he has informed the Nation's citizens and helped hold its leaders accountable. The United States recognizes his contributions to broadcast journalism.

MEDALS OF FREEDOM
December 1, 1992
PAGE TWO

RICHARD PETTY

In the world of stock car racing, there is only one King. Richard Petty is more than racing's monarch, he is an American legend. From humble beginnings in Level Cross, North Carolina, Number 43 became one of racing's finest -- and fastest. Winning a record 200 races and seven Daytona 500 victories, Richard Petty found freedom at 175 miles per hour. The United States honors this American hero for exemplifying the dreams, dedication, and drive that make this Nation great.

GENERAL JOHN M. VESSEY

General John M. Vessey, USA (Ret.) was the last four-star combat veteran of World War II to retire from active duty. A self-described "mud soldier," the former Chairman of the Joint Chiefs of Staff never forgot the men in the field, and he returned from retirement to search for soldiers missing in action in Vietnam. His wise counsel to two Presidents has helped to break an impasse with Hanoi, culminating in Vietnam's recent offer to provide all information about Americans missing in action. The United States honors General John M. Vessey, a soldier/statesman who would not leave anyone behind.

ELIE WIESEL

Few people have seen a darker side of humanity than Elie Wiesel. During World War II, he saw most of his family killed while imprisoned in the Auschwitz and Buchenwald concentration camps. And yet this author, philosopher, and winner of the 1986 Nobel Peace Prize still sees the promise of human tolerance, learning, and faith. He challenges people of all religions to remember the Holocaust, that it may never happen again. His deeply spiritual life and literature remind us that to protect freedom's flame, we must remember that which threatens it. The United States honors this keeper of that flame, Elie Wiesel.

MEDALS OF FREEDOM
December 1, 1992
PAGE THREE

ISAAC STERN

Since his debut 56 years ago, Isaac Stern has become one of the world's preeminent violinists. His warm and vibrant interpretations have brought him international acclaim and our Nation's highest honor for artistic merit, the National Medal of Arts. But even beyond his triumphant career, Isaac Stern has enriched the human spirit by broadening the scope of music -- supporting artists from all corners of the world; helping to found the National Endowment for the Arts; and rescuing Carnegie Hall from the wrecking ball. For his support of the arts and his lifetime of achievement, the United States recognizes master violinist Isaac Stern.

I. M. PEI

Perhaps the most famous architect in the world today, I. M. Pei's architectural feats represent the pinnacle of classic modernism. His very name, Ieoh Ming, means "to inscribe brightly," as his buildings have illuminated skylines worldwide. I. M. Pei has found beauty in simplicity and boldness in geometry, setting the standard for modern architecture. For the legacy of artistic elegance he has inscribed in our cities, America honors I. M. Pei.

ELLA FITZGERALD

Discovered as a teenager at the Apollo Theatre in Harlem, Ella Fitzgerald and her swing style of vocal jazz transcend the times. Her trademark scat captivates audiences, and as a cultural ambassador, her impressive vocal range stretches across oceans and political boundaries. Honored by the Kennedy Center for her lifetime achievements, inducted into the Jazz Hall of Fame, and awarded the National Medal of Arts, it is fitting that the United States honors this "First Lady of Song".

MEDAL OF FREEDOM
December 1, 1992
PAGE FOUR

AUDREY HEPBURN

As a gifted actress, Audrey Hepburn captured the hearts of millions. Yet she has a most profound effect on young people who will never know her as a princess in "Roman Holiday", as a model in "Funny Face", or as the woman in black in "Breakfast at Tiffany's". With a passion that rivals her beauty, Audrey Hepburn is a tireless worker and a devoted Special Ambassador for the United Nations International Children's Emergency Fund. America is proud to honor Audrey Hepburn, a star whose light is reflected not only on movie screens but in the bright smiles of children around the world.

THE WHITE HOUSE

11/15/92

Phil -

I am aware that the President has already decided on this year's Medal of Freedom recipients. However, I would like him to consider naming these two candidates for their life-long outstanding work. I believe it is critical

for this President to name individuals
whose lives have been devoted to
voluntary community service.

Thank you for forwarding this
to the President.

Guy

THE WHITE HOUSE

WASHINGTON

November 19, 1992

NOV 19 1992 3:36

MEMORANDUM FOR THE PRESIDENT

FROM: C. GREGG PETERSMEYER

SUBJECT: Medal of Freedom Nominations

I am writing to recommend that the Presidential Medal of Freedom be awarded to James W. Rouse and George W. Romney for their tremendous contributions to the Nation in the respective fields of affordable housing and voluntary service. These two exceptional servants of the public good have dedicated their adult lives to helping those in need, and both epitomize the spirit of voluntary community service that you have made a hallmark of your Administration.

James W. Rouse: For over five decades, Jim Rouse has endeavored to make the American dream of affordable and decent housing a reality for all Americans. In both the private and nonprofit sectors, as Chairman and Chief Executive Officer of the Rouse Company and as founder and Chairman of the Enterprise Foundation, Mr. Rouse has brought an uncommon commitment and innovative solutions to the housing problems of the poor. In the public sector, he has served as a member of President Eisenhower's Advisory Committee on Housing, President Reagan's Task Force on Private Sector Initiatives, and chaired the National Housing Task Force. Mr. Rouse was also a founder and President of the ACTION (American Council to Improve Our Neighborhoods), President of Urban America, a founder of the National Urban Coalition, and currently serves as a Director of the Points of Light Foundation.

George W. Romney: As you know, George Romney has been an active civic leader, businessman, and volunteer. Throughout his distinguished and varied career that has included serving as three term Governor of Michigan, Secretary of Housing and Urban Development, Chairman and Chief Executive Officer of American Motors, Chairman of VOLUNTEER - the National Center, Director of the Points of Light Foundation, and Board Member of the Commission of National and Community Service, Governor Romney has been a tireless advocate of the importance of voluntary community service and the need to link volunteers with community service opportunities.

I would also like to support Francis Hesselbein's nomination of Peter Drucker for the Medal of Freedom. Peter Drucker is not only one of the foremost authorities on modern management practices, but a champion of the nonprofit sector.

James W. Rouse, Columbia, Maryland
Chairman of the Board and Chief Executive Officer
The Enterprise Foundation and The Enterprise Development Company
Biographical Sketch - September 1990

Born, Easton, Maryland, April 26, 1914; graduated from the University of Maryland night law school, L.L.B, 1937; admitted to the Maryland Bar, 1937; honorary LL.D. degree from Morgan State University, 1968; honorary H.H.D. degree from Washington College, 1981; honorary L.H.D. degree from Johns Hopkins University, 1985.

Employed by the Federal Housing Administration and the Title Guarantee Company before entering business in 1939 with the formation of the company which is now The Rouse Company.

In 1942 entered the Naval Reserve as a Lt. (j.g.); served in the Pacific on the staff of Commander Air Force Pacific Fleet; discharged in 1945 as Lt. Commander U.S. Naval Reserve; returned to the business he had founded.

In 1979 he retired as Chief Executive Officer of The Rouse Company after 40 years in that role, remaining Chairman of the Board. On May 24, 1984 he retired as Chairman of the Board in order to devote his full attention to the work of The Enterprise Foundation, a charitable corporation which supports nonprofit housing groups in cities across the country helping to rehabilitate housing to fit and livable condition for the very poor.

The Foundation is the principal owner of The Enterprise Development Company, a for-profit, taxpaying real estate development company. Its earnings will flow to the Foundation to assist the nonprofit housing groups in their work.

Mr. Rouse is Chairman and Chief Executive Officer of the Foundation and of the Development Company. He also serves on the Board of Directors of Merlin International Properties for which The Enterprise Development Company is consultant-developer in Australia and the United Kingdom.

He was a founder and President of ACTION (American Council To Improve Our Neighborhoods) and President of Urban America; a founder of the National Urban Coalition; and is a member of the Board of Directors of Jubilee Housing, Inc., a nonprofit corporation rehabilitating housing for the very poor in Washington, D.C.

Mr. Rouse was a member of President Eisenhower's Advisory Committee on Housing and Chairman of the Subcommittee that recommended the urban renewal program embraced in the Housing Act of 1954.

In 1982 he served as a member of President Reagan's Task Force on Private Sector Initiatives.

In 1987 he was Chairman of the National Housing Task Force which made proposals to Congress in March 1988 for a new housing program for the United States and for legislative action to carry it forward.

James W. Rouse
Biographical Sketch - September 1990
Page 2

He is a member emeritus of the Board of Trustees of The Johns Hopkins University and a member of the Advisory Committee to the MIT Center for Real Estate Development. He has been elected an honorary lifetime member of the American Planning Association, the American Institute of Architects, and the American Institute of Landscape Architects.

He is formerly a trustee of The Conservation Foundation, the Urban Wildlife Research Center, the International Institute for Environment and Development, and The Wilderness Society.

He is a member of The Council on Foreign Relations, a founding member of the Business Committee for the Arts, a member of the Board of Directors of The World Policy Institute.

He was one of the founders of the Greater Baltimore Committee and served on its Executive Committee for 26 years, is a member of the Mayor's Council of Business Advisors in Baltimore, and is a member of the Board of Trustees of the Maryland Academy of Sciences.

He is a member of the Board of Directors of World Times, Inc. and was for many years a member of the Board of The Ryland Group, Inc. and of the North American Advisory Board of Touche, Remnant & Co., London. In 1981 he was installed in Fortune's Business Hall of Fame.

File: Jim Rouse

When most people think of Jim Rouse, they think of the shopping malls and festival marketplaces his Rouse Co. pioneered. They should also think of his innovative housing for the poor.

"He's one of us"

By Christine Pittel

IF IT WEREN'T for James W. Rouse and his Enterprise Foundation, Nydia Otero, 28, and her three children would probably still be beached at a shelter for battered women. As it is, the Oteros live in a tidy two-bedroom apartment built by Rouse's Enterprise Foundation. As Otero scoops a baby into her lap, she talks of the future. She wants to get off welfare and become a paramedic. "I'm going to wait till the baby's a year old, and then I want to go back to school," she says, surveying her new home. "I am starting all over again."

In the nine years since Rouse started the Enterprise Foundation, the organization has quietly emerged as one of the nation's largest developers of low-income housing. Enterprise has transformed abandoned shells into some 6,000 apartments. Another 3,700 are under construction, and financing has been committed for 2,100 more. Typical rent for a family of four: \$290 a month. "The real danger to this country," says Rouse, "is the rotting away of the bottom of society." Here's a man who could have gone on building a great fortune but instead left the company he founded to help the poor.

Rouse got directly in-

involved in low-income housing in 1973. Three young women from the Church of the Saviour in an inner-city neighborhood of Washington, D.C. asked Rouse to help them recycle run-down buildings into habitable apartments. "I gave them the conventional wisdom," Rouse recalls, "that they couldn't do anything, that you need a big program to house the poor. But

they ignored that wisdom. Six months later they came back, eyes flashing, and said, 'We've got it!'"

They had picked out two apartment buildings. "I went over to see them," Rouse continues. "They were the most dreadful places, doors ripped off the front, the elevators didn't work, garbage was thrown down the elevator shaft. The stench was so intense I couldn't get past the lobby. I told them, 'This is impossible.'"

But they were determined, and ultimately Rouse was swayed by their enthusiasm. He provided \$625,000 to buy the buildings, and another \$125,000 for their renovation. (Ultimately the group bought them back for \$606,000, the purchase price less Rouse's depreciation). Three years later 90 families had new homes. That project became the model for the Enterprise Foundation.

Enterprise is essentially a grassroots organization. It works closely with tenant activists, block associations, church councils and other non-profit neighborhood groups. It provides the conduit between neighborhood groups and corporations, ranging from BP America to Procter & Gamble

Jodi Burten

to American Express, which fund low-cost housing in return for tax credits. But more than simply providing money, Enterprise's goal is to teach the groups how to build for themselves.

The first step in an Enterprise project is a proprietary software system called Specmaster. The program is literally a checklist, enabling neighborhood groups to go into a vacant building, check off what needs to be done and get a bid package together—all in two hours. With Enterprise's guidance, the groups hire a general contractor, but he is not given free rein. A project manager from the group, often trained by Enterprise, works with the contractor, and together they follow that master list, making sure work gets done properly and in the least expensive way possible.

Once building is begun, Enterprise's how-to manual helps the neophyte builders control costs. In large-scale ur-



Builder and Enterprise Foundation founder James Rouse. Helping the poor instead of building a fortune.

can rehabilitation work, there is a tendency to "overspec"—for example, replacing all the doors, at, say, \$150 a door, in a building when half the old doors could be retained.

Instead of ripping everything out and buying new, Enterprise groups work to salvage what they can. For example, rather than replacing windows, existing windows' sash weights can be refitted and caulking added. Savings: \$75 per window. Old bathtubs are re-enameled, not torn out. Savings: \$200 per tub. Linoleum is used instead of ceramic tile, a savings of perhaps \$75 per bathroom. Sinks are hung from walls rather than enclosed in vanity cabinets, cutting \$60 apiece. Enterprise generally hires small, often minority contractors whose overheads are low and who will be able to apply what they learn on the Enterprise job to future projects.

The savings add up. In 1988-89 Enterprise, working with 18 New York City neighborhood groups, renovated 915 units. At the same time, New York City hired Tishman Realty & Construction Co. and Lehrer McGovern Bovis to renovate a similar group of vacant buildings with a total 1,620 units; no neighborhood groups were involved in the projects.

By paying careful attention to costs, Enterprise created its apartments for \$62,000 per unit; the city spent \$100,000 apiece on the Tishman/Lehrer McGovern units. (Enterprise's home improvement manual has been so successful that a revised version was just published by John Wiley & Sons. Enterprise will receive a percentage of the proceeds.)

Unlike commercial developers, Enterprise does not end its involvement when the buildings are finished. Recognizing that there's more to building a community than building houses, the foundation links up residents to support services from home maintenance to balancing a checkbook. In Baltimore Enterprise workers are involved in literacy and family counseling programs.

Rouse and his wife live in a modest split-level house full of family photographs in Columbia, Md., the city Rouse planned and built, headquarters to both the Rouse Co. and the Enterprise Foundation. Rouse grew up just 75 miles away in Easton, Md., a quaint colonial town on Chesapeake Bay. When he was 16 his mother and father died in quick succession, and the family home was foreclosed. Rouse went to work parking cars and

eventually attended law school at night. The mortgage banking business he started in 1939, financing housing and commercial property, evolved into the Rouse Co.

He began developing real estate in 1953 with the first Rouse Co. mall opening in 1955 in Baltimore. Over the next decade the Rouse Co. grew into one of the world's largest builders of shopping centers. In 1967 the first residents moved into Columbia, a mixed-use, mixed-race city built on 15,000 acres of farmland; its population is now over 77,000.

In 1976 Rouse opened his first "festival marketplace" in Boston; this concept of rehabilitating downtown sites into those boutique-and-pushcart malls has catalyzed downtown renewals across the U.S. Among

Corporations receive a dollar of tax breaks for each dollar they invest in low-income housing.

In Columbia and in his festival marketplaces, Rouse strove to reproduce the sense of community characteristic of small-town America. The markets are a constellation of small merchants, not anchored by one or two huge department stores. With Enterprise, Rouse returned to the community scale to find a better way to house the poor. Rouse articulates his philosophy this way:

"At the heart of transforming the city into a decent place for poor people to live is approaching it from the bottom. You must start with a small community in order for people to grasp and feel a part of it. When people have the opportunity to participate in their own well-being, they have an investment in making the life of that community worthwhile."

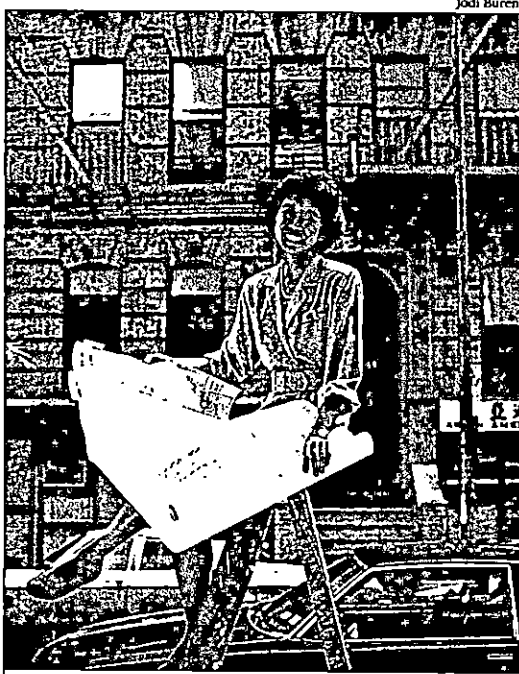
As important as any single factor in explaining Enterprise's success is the personal commitment that everyone involved with the foundation brings to each project. Rouse himself is the exemplar. Here is one of many examples:

In 1985 junkies and hookers had taken over two derelict buildings on Eldridge Street in Manhattan's Chinatown district. New York City offered the buildings to Doris W. Koo, executive director of Asian Americans for Equality, a local self-help group, but only if she could come up with the \$3.5 million needed to renovate them. Then the interiors were burned out, and the city sent for a wrecking crew. "I sat in front of the commissioner's office," says Koo, "and told them, 'You are not tearing down my buildings.'"

Koo then contacted William Frey, head of Enterprise's Manhattan office. After looking over Koo's proposal, Frey brought in the Federal National Mortgage Association, assuring Fannie Mae that Koo's cost projections were accurate and, moreover, that Enterprise would help guide Koo through the renovation. Fannie Mae announced its funding commitment in July 1987. Building finally began in September 1988, and tenants moved in over Thanksgiving 1989.

Not long after their first meeting, Frey dropped by Koo's office, unannounced, with Jim Rouse in tow. "I need to see you in action," Rouse told her, and proceeded to visit the job site often during the construction.

"Rouse is not just a funder," Koo says. "He is one of us." ■



Community activist Doris Koo
Her enthusiasm made Rouse say yes.

Rouse Co.'s developments are Boston's Faneuil Hall Marketplace, Baltimore's waterfront Harborplace and New York's South Street Seaport area.

In 1979 Rouse was 65. He had plenty of money (the 950,000 shares he still holds in Rouse Co. are currently worth over \$12 million) and was convinced that it was time to make room for the next generation at Rouse Co. Although he stays in touch with his successor, Mathias DeVito, "my involvement in the Rouse Co. is zero," he says.

Rouse launched Enterprise in 1982 with a personal contribution of \$1 million. The rest of Enterprise's equity, some \$200 million, Rouse has raised from various private corporations, individuals and foundations.

URBAN

Some people look at the poverty
and crime of our cities and
turn their heads in despair.
James Rouse fights against

YES, IT CAN BE DONE

An Interview
By Claire Carter

James Rouse, the
visionary urban
planner, in the
Sandtown area of
Baltimore, a poor
neighborhood he is
working to transform.

INSIDE: New Discoveries About Aspirin... By Earl Ubell

'Whatever Ought To Be, Can Be'

Any American could feel like throwing up his hands in despair when facing what seem like the insurmountable problems of our cities and society. The facts of crime, poverty and unemployment—and the lack of education and housing are daunting. However, we found a man, a leader, who not only believes these problems are solvable but also continues to prove his vision right. We believe that James Rouse is a man from whom our nation can learn. We hope you agree.

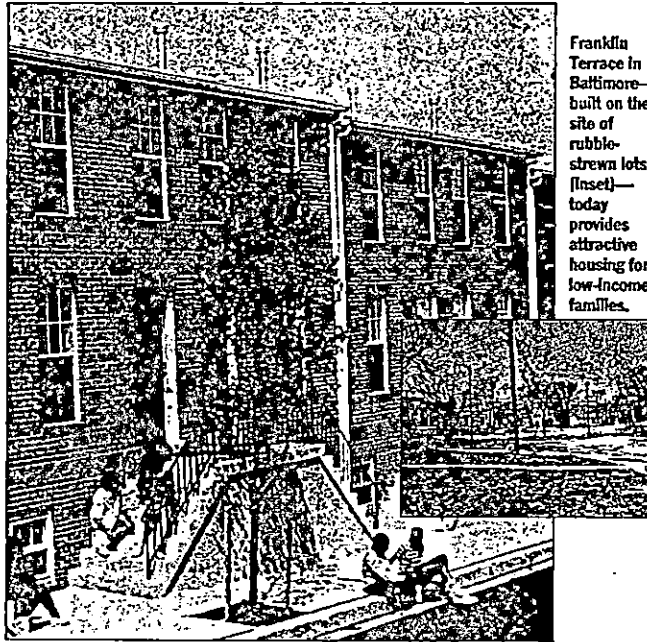
BY CLAIRE CARTER

I FEEL STRONGLY THAT we cannot survive as a first-rate nation with millions of people rotting away at the bottom, life being useless and meaningless," said James Rouse, the urban planner and developer. That poverty and homelessness exist to such a great extent in America, he added, says something about our society. "It says indifference to the lives of people at the bottom, disbelief that life can be good for those for whom it has been bad. It says an unwillingness to pay the cost of making life work for all people."

Rouse has dedicated his life to creating environments that work for people. He pioneered the enclosed shopping mall in the '50s and created the racially and economically integrated community of Columbia, Md., in the '60s through The Rouse Co., the real-estate development corporation he founded. In the '70s and early '80s, he revitalized Faneuil Hall Marketplace in Boston and South Street Seaport in New York City and built Baltimore's Harborplace, bringing people back to areas of major cities once thought to be dying.

"This country has the capacity to do mind-boggling things when we're at war," Rouse told me. "If we look upon the quality of life in cities to be of comparable importance to fighting a war, then we would organize for it in the same way. We would determine, like with a war plan, what it took to provide for growth and good living. 'Do we have the mind to do that?' is the crucial question for America."

In 1981, having retired as CEO of The Rouse Co., Rouse began what he calls the most important chapter in his career: He and his wife, Patty, founded The Enterprise Foundation, a nonprofit organiza-



Franklin Terrace in Baltimore—built on the site of rubble-strewn lots (inset)—today provides attractive housing for low-income families.

'In their hearts, poor people don't believe there's going to be real change. They've never experienced it. But once they do, there will be a change in the spirit of the neighborhood.'

tion. Its goal: to create fit and affordable housing for low-income Americans.

The foundation has served as a catalyst. It has been involved in the creation of housing for low-income families in developments in Baltimore, such as Franklin Terrace—once an area of vacant lots littered with rubble—and it works with more than 100 neighborhood groups on similar projects in cities across the country.

Today, at age 77, James Rouse is a down-to-earth man who is full of vitality and driven by deep convictions. As we talked in his office in Columbia, I wondered what it was about this man that doesn't let him rest on his impressive accomplishments. What motivates him, at an age when others have long since retired, to take on some of our toughest problems—those of our cities?

"Retiring isn't appealing," he said. "It

sounds like giving up. There's a lot to be done that I have the experience and commitment to do something about."

Jim Rouse is used to doing battle for what he believes. F. Barton Harvey III, deputy chairman of The Enterprise Foundation, told me: "Jim gets angry if somebody says, 'You can't do this.' He'll go to 20 people until he finds someone who says, 'Yes, it can be done.' He'll wear a person down with 50 different ways to approach a problem, until through sheer persistence he gets their help."

Rouse laughed when I told him what Harvey had said. "Sometimes there are things that can't be done," he said, "but many times the right answer is to work harder."

James Rouse learned to work hard at a young age. In 1930, both his parents died within months of each other, and

the bank foreclosed on the family home in Easton, Md. He was 16. But instead of seeing what happened as devastating, it had a surprising effect on him: "I remember feeling, 'This is good for me, a honing for life,'" Rouse said. "I can't explain it. My parents couldn't have intentionally prepared me for it, but they did."

The youngest of five children, Rouse had a full-time job at 20 and went to law school at night. "I worked 116 hours a week," he recalled, "and felt, 'If I can do this, I'll be able to do anything.'"

Rouse never practiced law. He went to work for the Federal Housing Administration, then left to start a mortgage-banking business. "But I found I was financing something for others, rather than creating it myself," he said, "so that led me to the development business."

He had three goals when he founded The Rouse Co. in 1939, he told me: "One was to improve the quality of urban life. Two was to provide gratification for those who work in the company. If we did the first two, the third—making a profit—would take care of itself." That's exactly what happened. He proved that caring and commitment could pay off—and became a multimillionaire in the process.

For more than 50 years, Rouse has seen problems as opportunities, taking on projects others didn't think could be done. "When I undertook Harborplace in the late '70s, the notion that you could build a lively marketplace and get people to come back to the city was considered crazy," he said. "Baltimore was a dead city. The inner harbor was a stinking mess. I would be surprised if a million tourists came a year. Today, the inner harbor draws 18 million people a year."

Before building Columbia, Md., in the mid '60s, Rouse said, he would give talks about his plans to create an integrated community. "I would usually hear somebody say, 'This guy is crazy,'" he recalled. "We had one group saying we had to set quotas or be overrun by blacks. Another said, 'If you don't recruit blacks, none will come. They're not going to believe it's open.' We said, 'We won't play God. We're not going to do either.'"

He showed me a memo dated August 1967 that was sent to all sales associates. "I'm prouder of that than anything I've written," he said, beaming. The memo states: "Columbia is truly an open city. We're colorblind."

"That's the most remarkable aspect," Rouse stressed. "Kids who graduate from

COVER PHOTOGRAPH OF JAMES ROUSE IN THE SANDTOWN AREA OF BALTIMORE BY JAMES MCGOON

PAGE 4 • MAY 12, 1991 • PARADE MAGAZINE

high school and go to college are shocked by the attitude among blacks and whites, because there's such acceptance here."

Rouse said he didn't think Columbia would have happened without a small group of people who shared his vision. His associate of 30 years, Nancy Allison, now assistant to the chairman, told me he has a way of inspiring people: "If he wants something, others do it. He lifts their sights in a way they've never known."

"I think people want to walk up the mountaintop," Rouse said, "even though they're thinking on the way up. This is ridiculous. What am I doing here? People like to be lifted toward something more than they think they can do."

"I'm able to think beyond a problem to where it ought to be," he added, "to think, 'What would it be like if it worked?' Then, 'How do you get there?' It's a fundamental conviction of mine that whatever ought to be, can be. Maybe not in your lifetime. That doesn't matter."

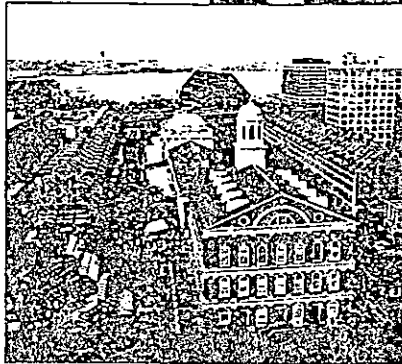
Rouse is used to being called a visionary. "My reaction is that people are really saying, 'You're unpredictable,'" he commented. "Lately, I've accepted it more generously, because to transform the world, especially at the bottom of society, requires visionary attention."

He recalled a speech he gave in 1963 at a conference on metropolitan growth: "In that talk, I said the purpose of a city was clearly the growth of people. If the biblical injunction 'Love thy neighbor as thyself' could be the banner under which planning occurred, how different it would be. We could follow the North Star of planning. When you sail a boat, you're guided by the North Star. You don't reach it, but it's what you sail toward. If we could do that in planning cities, think how it could change planning."

The direction of his own life changed when two members of a small church in Washington, D.C.—the Church of the Savior—felt a calling to help house the poor and came to Rouse for help in 1973. "I didn't encourage them," he said. "I felt the way to go was to get a big federal program. I didn't think you could do this from the bottom up, through a neighborhood group. But they came back and said they found the housing they needed. I went to see the two buildings in Washington. They were wretched beyond belief. But these people had such zeal, I couldn't resist giving them support. I borrowed money to let them buy the buildings. In three years, with 50,000 hours of volunteer work, those 90 apartments were turned into very decent places to live." That is how the Church of the Savior's Jubilee Housing Project was born.

Could such a plan work nationwide? Using Jubilee Housing as an inspiration, Rouse formed The Enterprise Foundation. "We enable people to learn how to rehabilitate a house at low cost, finance

James Rouse and his wife, Patty: They founded The Enterprise Foundation to help create inner-city housing. Here, at Harborplace in Baltimore, a project Rouse developed when he was head of The Rouse Co. Below: Boston's Faneuil Hall Marketplace, another Rouse Co. project.



and manage it," Rouse explained. "Just having a neighborhood nonprofit development corporation begins to be the nucleus of community. Housing becomes the starting point."

What is the next step? "It's not enough to provide housing," Rouse said. "It's necessary to transform the neighborhoods themselves. We need to work with the schools, promoting quality education. There has to be job-skill training for adults, along with placement services. Community-organized drug-abuse programs are also necessary. We need to do these things at one time, so each reinforces the other and all of life works better."

The Sandtown area of Baltimore is his first neighborhood-transformation project. "In their hearts, poor people don't believe there's going to be any real change," he said. "They can't imagine it. They've

never experienced it. But think what happens when they do. Once the transformation begins, there will be a change in the spirit of the neighborhood."

He doesn't think government can single-handedly solve these problems: "Part of the funds has to come from government," he said, "part from corporations and individuals. It takes a national effort to fulfill the legitimate expectancy we ought to have of our nation."

When I asked why he, a man of wealth, is so sensitive to the poor, he responded: "It's difficult for me to think why someone *wouldn't* be. People astonish me by being so separate from these conditions."

There are those who might feel that giving the poor a more hopeful life is "Mission Impossible." But not Rouse. "There's nothing wrong with being an idealist," he said. "It says you've got ideals. We should all think what an ideal world would be and try to reach it. My God, how that's missing!"

For Rouse, it's all part of his recipe for fulfillment. "Some of the happiest people I see are working at The Enterprise Foundation," he said. "I find a lot more hap-

piness in people who are working for something they know to be important, rather than just to make a lot of money."

While Rouse and his wife could afford to live in any exclusive suburb in America, they choose to reside in Columbia: "We like simplicity," he said. "It's a value. I see people getting their lives entwined in material things; they have less freedom. The more things you have, the more diverting it is from higher values."

After all he has accomplished, what is his most important legacy? "Without any doubt, it's to demonstrate that life at the bottom doesn't have to be what it is," he replied. "That poor people can live in a sense of community and well-being, with the opportunity to fulfill themselves. If people begin to feel good about life, that will be a triumph beyond anything I've hoped for. And if I live long enough, by gosh, we will accomplish it, because it's absolutely do-able." E

For more information, write to: The Enterprise Foundation, Dept. P, 1613 Duke St., Suite 100, Alexandria, Va. 22314-3406.



THE PRESIDENT

July 20, 1992

To: Phil Brady

Re: Medal of Freedom

Inasmuch as we sometimes honor sports legends please consider RICHARD PETTY, the "King" of auto racing who retires this year-with a record unmatched by any other.

GB

8/4

Phil: I have decided on ~~the~~ Numbers 1 through 9. Discuss Fauci ^{for #10} Please
Medal of Freedom have typed slot

Johnny Carson
General John Vessey
David Brinkley
Audrey Hepburn
F.M. Pei
Harry Staudemann
Richard Petty
Isaac Stern
Elin Wiesel

Dr. Fauci

THE WHITE HOUSE
WASHINGTON

November 10, 1992

MEMORANDUM FOR THE PRESIDENT

FROM: PHILLIP D. BRADY *PHB*

SUBJECT: Medal of Freedom

Last August we provided you with a list of twenty-one candidates for the Presidential Medal of Freedom. At that time you expressed a preliminary interest in eleven candidates (Leonard Bernstein (posthumously), David Brinkley, Ella Fitzgerald, Audrey Hepburn, Max Kampelman, William Paley, I.M. Pei, Martha Raye, Harry W. Shlaudeman, Isaac Stern, and Richard Petty). A copy of our original memorandum with your annotations is attached for your consideration. You have subsequently expressed an interest in Ambassador Strauss.

In reviewing the original list of candidates again, we recommend several additional candidates for your consideration. President Ronald Reagan, General John Vessey, and Johnny Carson. You may have other candidates that should be considered.

We believe that the selection of 10 to 15 recipients would be consistent with past practice, given the number of awards made by Presidents Reagan (during his first term) and Carter. We are working with Kathy Super to schedule a presentation luncheon in early December.

With respect to the Citizens Medal, as we discussed, President Reagan awarded the medal to a number of members of his Administration. A complete list of the individuals to whom President Reagan award the Citizens Medal is attached. In that regard, it is recommended that consideration be given to Marlin Fitzwater for his historic tenure as Press Secretary and his exceptional service during the Gulf War.

Attachments (2)

THE PRESIDENT HAS SEEN

8/8/92
7/8

THE WHITE HOUSE
WASHINGTON

August 7, 1992

MEMORANDUM FOR THE PRESIDENT

FROM: Phillip D. Brady *Dr. B*
SUBJECT: Medal of Freedom

*Phil
see random
observations
below* *Ans*

As you know, you awarded the Medal of Freedom on November 18, 1991, to 10 individuals; on December 12, 1991 to Secretary General Javier Perez de Cuellar; and on March 17, 1992, to Sam Walton. More recently, you requested that consideration be given to awarding a medal to Richard Petty.

We have been operating on the assumption that given both the reality of scheduling such an event and the political prism through which everything is viewed this year, that any Medal of Freedom ceremony this year should wait until after the election. However, in the event you feel otherwise, please find attached a listing of individuals who have been seriously proposed for the Medal of Freedom or the Citizens' Medal. *|| I agree!*

Any ceremony scheduled in the near future should probably be small. If you are interested in considering any of those listed here or any other person, we would need to do additional background checks prior to being able to make final recommendations to you.

Relative to your immediate predecessors, to date you have not awarded as many Medal of Freedom or Citizens Medals as they did during a four-year term. With that in mind, it would be appropriate to have an awards ceremony sometime before the end of this year. *|| agree*

Thank you.

*That we
need more
College students
Black
Hispanic*

*I've checked
some names to
be considered, but I think
we need more
thought on this
Let's discuss
at a later
date*

*Petty should work
on First Team*

THE WHITE HOUSE
WASHINGTON

July 23, 1992

MEMORANDUM FOR PHIL BRADY

From: Charlie Horvath *Charlie*
Through: Shirley Green *smg*
Subject: Candidates for the Presidential Medal of Freedom and the
Presidential Citizens Medal

I have listed below those candidates from the master list that appear to be worthy of consideration for these Presidential awards. In addition, I have attached a copy of all nominees for your review.

PRESIDENTIAL MEDAL OF FREEDOM

John L. Atwood *Aviation Pioneer Recommended by Art Neff*
Lee Atwood was born on October 26, 1904. Graduated from Hardin Simmons University and the University of Texas. Served in the Army Air Corps at an engineer. Design Engineer for Douglas Aircraft and later Vice President and Chief Engineer for North American Aviation. He helped to design such great aircraft as the P-51, B-25, B-1, and the space shuttle. He became president of Rockwell International following the merger with North American Aviation. He has been awarded the Aerospace Pioneer of the Year Award in honor of his 60-plus years of achievement in the aerospace industry (1988), and the Wright Brothers Memorial Trophy.

✓ **Leonard Bernstein** *Composer Recommended by Mike Compo*
Mr. Bernstein was well known for his wide diversity in the field of music. He wrote several American musicals, among them "On the Town," "Wonderful Town," "Candide," and "West Side Story." In addition, he was an accomplished pianist, a superb conductor, composer, and writer of ballet. One of his greatest contributions was his television programs on subjects such as conducting, symphonic music, and jazz, and his work on the Philharmonic's "Young People's Concerts." (Posthumous award)

✓ **David Brinkley** *Journalist Recommended by C. Horvath*
Born July 10, 1920 in Wilmington, N.C., Mr. Brinkley attended classes at the University of North Carolina, majoring in English. He became a reporter for the Wilmington *Star-News* in 1938 and remained there until 1942. He

worked as a one-man bureau for UPI in a number of southern cities before coming to Washington, D.C. and joining NBC as a script-writer for staff announcers. By 1944, he was delivering his own broadcasts on television. His dry, succinct, sardonic style won him national notice, and he took increasingly important assignments until 1956, when he joined one of the most popular news-commentary shows in television. The duo won the Emmy a number of times for the mix of incisive reporting and purposeful moralizing. In the 1980s he created This Week With David Brinkley, a popular Sunday morning inside-the-beltway news show with George Will and Sam Donaldson.

Frank Capra *Movie Director* *Recommended by R. Kastenmeier*
Mr. Capra was considered America's best loved filmmakers and the champion of the ordinary American. His films brought a sense of common life to the screen. His classics, filmed in the 30s; *It Happened One Night*, *Mr. Deeds Goes to Town*, *Lost Horizon*, *You Can't Take It With You*, *Mr. Smith Goes to Washington*, brought laughter and hope to his audiences as he expressed the deepest fears and aspirations of the country during the Great Depression. He produced a series of government films during WW2 to educate the public about the nature of the conflict. Following the war, he made one of his most memorable films -- *It's a Wonderful Life*. Following his retirement, he embarked on a career as a teacher, speaking at more than 250 schools and film festivals to give inspiration to the new generation of filmmakers.
(Posthumous award)

Marjory Stoneman Douglas *Environmentalist* *Recommended by Shirley Green*
Ms. Douglas turned 100 years old on April 4, 1900 and continues her efforts to educate the public on the importance of the Everglades to the survival of South Florida. She is an author and environmentalist. Her work, *The Everglades: River of Grass*, was published in 1947 and this work catapulted her into fame as an environmentalist. She has actively fought for controls against development that would intrude on the Everglades claiming that the Everglades were the only thing standing between the beauty of South Florida and the deserts of South Florida.

Ella Fitzgerald *Entertainer* *Recommended by Austin Furse*
Ms. Fitzgerald was born in Newport News, Virginia on April 25, 1918. She has been heralded as "the first lady of song" for more than 30 years. Ms. Fitzgerald has been mesmerizing audiences with her unique, jazz-flavored interpretations of American popular music since the heyday of the big bands. She began her singing career as a vocalist with the Chick Webb's band. She was named top female singer of the year by Down Beat magazine in 1937. She won that title 21 times including 18 years in a row. She has sung with

virtually all of the jazz giants, with major symphony orchestras, and with her own backup trio. She has more than 200 recordings, 12 of which won Grammys. She was awarded a Kennedy Center honor in 1979 and the National Medal of Art in 1987.

John Hope Franklin *Educator* *Recommended by John Gardner*
Mr. Franklin is a historian, well known for his work on Black History. He has taught at Howard, Fisk University, Alabama State Teachers College, and Brooklyn College. Mr. Franklin has written numerous articles and many full-length books on Black history. He currently is teaching constitutional history at Duke University Law School.

J. Peter Grace *Businessman* *Recommended by Mary Ann Bellamy*
Mr. Grace is a respected corporate executive who has served on various committees for the U.S. government. He is deeply committed to charity work. His foundation supports 600 organizations including some 2000 colleges. His resume spans about six pages and is largely a listing of the substantial number of humanitarian acts that he and his organization have performed throughout the world.

✓ **Audrey Hepburn** *Entertainer* *Recommended by C. Untermeyer*
Born in Belgium and raised in Holland. Became a star in movies and on Broadway. Her greatest works were *Breakfast at Tiffany's*, *Roman Holiday*, and *Gigi*. Her work with UNICEF, however, is primarily the reason she has been nominated. She devotes her time to helping UNICEF raise money. According to Lawrence Bruce, President of US Committee for UNICEF, "Many people think that UNICEF gets a slice of the UN pie, which is not the case. The organization has to raise its funds each year..." Besides helping to raise funds, Ms. Hepburn has made field trips to 128 countries over the past 4 years.

Wilhelmina Holladay *Philanthropist; museum founder and president* *Recommended by S. Green*
Founder of The National Museum of Women in the Arts, which officially opened its doors to the public in Washington, D.C., on April 7, 1987. Some 20 years earlier, while touring the art galleries and museums of Europe with her husband, Mrs. Holladay discovered to her dismay that, with a few exceptions, women artists were virtually unrecognized by the art establishment and the general public. In the years that followed, Mrs. Holladay collected a substantial number of works by female artists, which form the basis of the permanent holdings of the National Museum of Women in the Arts. Responding to feminists who insist that women's art should not be segregated, Mrs. Holladay has said that the National Museum of Women in the Arts constitutes "a forum for greater awareness of women in the arts

and their contribution to the aesthetic aspect of life." She maintains that the "intent is not to separate art into male and female, but to uncover and celebrate the hidden contribution of women in the history of art." Mrs. Holladay is expanding the scope of the museum in order to expose the public to outstanding work by women in other disciplines, including musical composition and performance, architecture, landscape design, poetry, playwriting, acting, choreography, and dance.

Max M. Kampelman

Diplomat

*Recommended by Anne
Armstrong*

V Ambassador Kampelman has served his country well in a wide range of positions -- legal counsel to Senator H. Humphrey, senior advisor U.S. Delegation to UN, ambassador and chairman U.S. Delegation to the Conference on Security and Cooperation in Europe, counselor at the Department of State, and as Head of the U.S. negotiating team on nuclear and space arms.

Donald Henderson

Medical Research

*Recommended by Dr. Bromley
and the president of the
National Academy of Science*

Dr. Henderson is the Dean of the Johns Hopkins University School of Hygiene and Public Health. He directed the World Health Organization global campaign to eradicate smallpox. Under his leadership, more than 700 advisers from 69 countries and over 200,000 national health staff and volunteers worked together on one of medical history's most ambitious undertakings. On May 8, 1980, the World Health Assembly officially declared that smallpox had been eradicated, the first time humanity has succeeded in completely eliminating a disease.

Paul MacCready *Aviation Engineer* *Recommended by MaryJo Lewis
and a host of other individuals*

Dr. MacCready was born in New Haven, Connecticut in 1925. Received his BS in Physics from Yale in 1947, a Master Degree and PhD from Cal Tech. His career has been marked with many exceptional accomplishments, including: names "Engineer of the Century" by the American Society of Engineers; first American to win the International Soaring Championship, conceived the Gossamer Condor and Albatross, developed the solar challenger which flew from England to Paris on solar power; led the AeroVironment-GM team in developing the Sunraycer -- a solar powered vehicle that won the international solar race across Australia; pioneered "wind forms" for the creation of clean, renewal energy making it into a commercially viable business during the early 80s. He was also honored with the Charles Lindburgh award which goes to individuals who have devoted their life in pursuing a balance between technology and the environment.

William S. Paley *Broadcast news pioneer* *Recommended by S. Green*
Born September 28, 1901 in Chicago, Illinois. Entered the communications business in 1927 with the United Independent Broadcasters, Inc., changing its name to Columbia Broadcasting System (CBS). Expanded his number of radio stations rapidly. At the same time, he initiated the first educational and cultural (noncommercial) programs, followed by such innovations as live broadcasts of the New York Philharmonic Symphony concerts and the Church of the Air. In 1931, he began to organize CBS's worldwide news-gathering system. CBS's news organization had as its base some of the greatest names in journalism: Edward R. Morrow, William Shirer, Howard K. Smith. CBS under Paley entered television in 1931 and by 1947 owned several TV stations around the country. In 1940, CBS began the development of color television, developing the standard that was adopted in 1951. During World War II, Paley served in Europe in the Office of War Information and later as deputy chief of the Psychological Warfare Division of General Eisenhower's staff.

✓ **Leoh Ming Pei** *Architect* *Recommended by Shirley Green*
Born on April 26, 1917 in Canton, China. (U.S. citizenship 1954) Mr. Peo is considered one of the premier architects in the world today. Among his accomplishments: Mile High Center, Denver; Dallas City Hall; John F. Kennedy Library, Boston; Fragrant Hill Hotel, Beijing.

✓ **Martha Raye** *Entertainer* *Recommended by over 5000 Vietnam Veterans, Dick Cheney*
Born August 27, 1916 in Butte, Montana. Actress, singer, comedienne, Ms. Raye has made Americans laugh for over 50 years. Best known for her slapstick humor, she is an accomplished actress and singer. Her strength as a candidate comes from her unselfish service to our Armed Forces over the past 40 years. She has entertained troops on the front lines during World War II, Korea, and Vietnam. She held a reserve commission of colonel and has been awarded two Purple Hearts -- one while assisting in the evacuation of wounded troops in Vietnam (**Personal note:** I recognize that her recent marriage, for the 8th time, to a man 35 years her junior has made her a less than stellar candidate. However, if you could read some of the eyewitness accounts of her actions in behalf of service personnel in combat, I think you would agree that she clearly stands head and shoulders above many of the people who have received this award. cjh)

Andrei Sakharov *Physicist* *Recommended by John Gardner*

Born May 21, 1921 in Moscow and Died in 1989. Sakharov was a brilliant physicist, noted as the father of the Soviet hydrogen bomb, before embarking in the 60s on his lifelong pursuit of, first, educational and scientific reform in the Soviet Union, and later, intellectual freedom and a democratic socialism that would bring the U.S. and the former Soviet Union together in cooperative efforts.

Harry W. Shlaudeman *Diplomat* *Recommended by Jim Baker and Brent Scowcroft*

✓ Ambassador Shlaudeman came out of retirement at the President's personal request to serve as the U.S. envoy to Nicaragua and to the newly elected Chamorro Administration. He helped that government in its efforts to achieve national reconciliation, in spite of the Sandinistas' vow to "rule from below." He was the "hero and mainstay" of our Contadora efforts; Ambassador to Argentina during the Falkland War; Deputy Chief of Mission in Chile during the Allende regime; Chief Political Officer during the Dominican coup; at the side of the Secretary of State during the invasion of Czechoslovakia.

Aleksandr Solzhenitsyn *Soviet novelist* *Recommended by B. Gray*
Born December 11, 1918. Soviet novelist and Nobel Prize winner who achieved international fame in the early 60s with his book describing life in a forced labor camp during the Stalin era. Fought in WW2 and later arrested for writing a letter criticizing Stalin. Imprisoned for more than 8 years after which he spent 3 additional years in a detention camp. Rehabilitated in 56, allowed to settle in central Russia where he became a mathematics teacher. He wrote *One Day in the Life of Ivan Denisovich* in 1962. The book was a political sensation abroad and in the Soviet Union, and inspired others to write. He was exiled from the Soviet Union on February 13, 1974 and currently resides in Vermont.

✓ **Isaac Stern** *Musician* *Recommended by Laurie Firestone*
Born July 21, 1920 in Kreminiecz, Soviet Ukraine. Considered to be the first American violin virtuoso. His taste and facility are said to be unsurpassed, and his energy is legendary. He has played as many as 200 concerts in a year, made some 100 recordings, and performed in virtually every major country in the world, although he has refused to play in Germany. He is also credited with helping to save Carnegie Hall from the wrecking ball. Mr. Stern was awarded the National Medal of the Arts in 1991.

Elie Wiesel *Scholar* *Recommended by Shirley Green*
A survivor of the German death camps, the Romanian-born and French-educated author and journalist has been called "the spiritual archivist of the holocaust," and "the messenger of the Jewish dead to the living." The

perennial problem of reconciling the concept of a benevolent God with the prevalence of evil in the world is a basic theme in his work, which superimposes modern existentialism on traditional Judaism.

PRESIDENTIAL CITIZEN MEDAL

Dr. Mortimer J. Adler *Author* *Recommended by Bill Buckley Jr.*

Dr. Adler has written over 100 articles for popular and professional magazines and is a frequent TV talk show guest. He has written several books recommending the radical reform of our educational system.

Earl E. Bakken *Businessman* *Recommended by Nils Hassleno*

Mr. Bakken is one of the fathers of cardiac pacing. As an inventor, entrepreneur, and educator for the 40 years since pacing therapy moved from the lab to the doctor's office, he has provided dedicated support and expertise to the project. The cardiac pacemaker is considered one of the ten most outstanding engineering achievements in the last 50 years.

Father Alfred Boeddeker *Religious leader* *Recommended by James Scatena*

Father Boeddeker has worked with the needy, the poor, and the underprivileged for 45 years. He has established chapels, dining rooms, schools, and medical clinics for the needy in Tijuana, Mexico; San Francisco, California; and Santo Domingo.

Clement E. Conger *Foreign Service officer, Curator* *Recommended by Wiley C. Grant*

Mr. Conger served as the Curator of the Diplomatic Reception Rooms, Department of State from 1961 until 1992. He also was Curator of the White House from 1970 to 1986, and Curator of Blair House from 1976 until 1992. Prior to these assignments he served several positions with the State Department including two tours as Assistant Chief and Deputy Chief of Protocol. He initiated the program of securing prestige furnishings for the State Department rooms by gifts and loans. The collection of fine period American furniture, historic American paintings, and decorative arts are valued at \$50m. It is acknowledged to be the most important collection of 18th and 19th century American furniture in Washington. While at the White House, Mr. Conger was responsible for refurbishing 27 rooms, restoring most of them more authentically than ever before to the elegance they may have had in the first quarter of the 19th century.

Ulrike (Uli) Derickson *Stewardess* *Recommended by C. Horvath*

Purser on TWA Flight 845 during the 1984 hijacking in which Robert Stethem was killed. According to passenger accounts following the ordeal, she was solely responsible for preventing further loss of life. She stopped the hijackers from beating another serviceman to death and ensuring that all passengers were provided with food and water. Only negative report came from Israelis and U.S. supporters of Israel who claimed she provided the hijackers with the passports of Jewish passengers. This was proven to be incorrect. Ms. Derickson was a West German citizen at the time of the hijacking, but became a U.S. citizen in April 1987.

Anthony S. Fauci *Medical Doctor* *Recommended by J. Gardner*
Dr. Fauci was born on December 24, 1940 in Brooklyn, NY. He is currently the Director of the National Institute of Allergy and Infectious Diseases and in charge of NIH's study into the AIDS virus. Besides his work on AIDS, Dr. Fauci did pioneering work on Wegener's granulomatosis, polyarteritis nodosa and lymphomatoid granulomatosis. His work was ranked "as one of the most important advances in patient management and rheumatology over the past 20 years." He is well known for his research into AIDS.

Stanley H. Fryczynski, Jr. *Volunteer* *Recommended by Frank Guarini*
He holds two volunteer positions -- president of the Deborah Hear and Lung Center and chairman of the Children of the World Program of the Deborah Foundation. The organization provides care in the medical fields of heart valve transplants, industrial pulmonary disease, clinical research and continuing progress in cardiac imaging. No bill for services has ever been given to its patients.

Joseph John Jova *Diplomat* *Recommended by S. Dillon Ripley*
During a 30-year foreign service career, he served as vice Consul in Iraq, Morocco, and Portugal; as Deputy Chief of Mission and Charge d'Affaires in Chile; and as Ambassador to Honduras, the Organization of American States, and Mexico. As president of Meridian House, he oversaw a private organization that works to improve relations with other countries through a myriad of activities.

Gene Curran Kelly *Dancer* *Recommended by Shirley Green*
Born August 23, 1912 in Pittsburgh, Pennsylvania. After studying economics at Penn State and the University of Pittsburgh, he found himself pumping gas during the depression. Gene Kelly decided dancing was easier and opened a studio in his basement. Almost completely self taught, he did so well he soon had a branch studio in Johnstown, and he did equally well when he decided to go to Broadway in 1938. He has starred in such films as

Anchors Away, Brigadoon, American in Paris, On the Town, Singing in the Rain. He has choreographed for the Paris Opera and directed several Broadway musicals.

William L. Mellon, Jr. Philanthropist Recommended by Henry Kimelman

Developed a modern medical facility and hospital in the remote and poverty stricken Artibonite River Valley in Haiti known as Deschapelles. He was a disciple of Dr. Albert Schweitzer and spent 35 years in Haiti establishing this facility. (Posthumous award)

Bill Mauldin Cartoonist Recommended by David Bates

An American hero at age 19 with his wartime cartoons (Willie and Joe) from the Italian front. He put a human face on the war. He's won the Pulitzer Prize twice, run for Congress, written 14 books, a couple of plays, and is currently nearing retirement from cartooning.

Arnold Palmer Sports Figure Recommended by C. Horvath

He is considered one of the greatest golfers ever to play the game. Born September 10, 1929, in Youngstown, PA, he learned the game from his father. After early success as an amateur, Palmer turned professional in 1954 and has since won over 90 tournaments, including 4 Masters. Arnold Palmer's personality and his golfing abilities brought golf to the forefront as a spectator sport and into television.

Rosa Parks Civil Rights Activists Recommended by J. Gardner

A seamstress who refused to give up her seat on a public bus in 1955 and thereby started a boycott which resulted in the outlawing of segregation on city buses in Montgomery, Alabama. She has been called the "Mother of the Modern Civil Rights Movement."

Richard Petty Race Car Driver Recommended by G. Bush

Mr. Petty is considered to be the greatest stock-car racer in the world, having won more NASCAR races than any other driver (200). He credits his success to the cars he drives and to his crew. Always concerned about safety, the Pettys were the first stock-car competitors to use a roll-bar, a nylon window screen, and helmet-cooler, and have employed the use of two-way radios for communication with his pit crew. He retires at the end of this season.

✓

PRESIDENTIAL CITIZENS MEDALS

PRESIDENT NIXON

CLEMENTE, Roberto (<u>POSTHUMOUSLY</u>)	5/14/73
Athlete, Professional Baseball Player, Pittsburgh Pirates, Humanitarian, died in plane crash delivering supplies to earthquake victims in Nicaragua	
ROGERS, Adele	10/15/73
Premiere hostess in foreign affairs, wife of former Secretary of State William P. Rogers	

PRESIDENT FORD

NONE

PRESIDENT CARTER

NONE

PRESIDENT REAGAN

ASTOR, Brooke Russell	1/19/88
Author, Philanthropist, lifetime of philanthropic activities from Carnegie Hall to the Bronx Zoo and renaissance of the New York Public Library	
ABSHIRE, David	1/18/89
Scholar, Diplomat, Public Servant, former Special Counsellor to the President, U.S. Representative to NATO, Assistant Secretary of State	
ARMITAGE, Richard	1/18/89
Public Servant, Assistant Secretary of Defense for International Security Affairs	
BALLANTINE, Hubert Dickey	7/22/82
Humanitarian, working with the youth of St. Louis, Missouri	
BECKMAN, Arnold O.	1/18/89
Scientist, Inventor, Entrepreneur	
✓ BRADY, James Scott	1/18/89
Public Servant, Assistant to the President and Press Secretary	
BUCKLEY, William F., Jr.	1/18/89
Magazine Editor, <u>National Review</u> , Columnist, Author	
CARLUCCI, Frank C.	4/28/83
Public Servant, former Director of the Office of Economic Opportunity, Deputy Director of the Office of Management and Budget, Under Secretary of Health, Education, and Welfare, Deputy Director of Central Intelligence, Deputy Secretary of Defense	
CROCKER, Chester A.	1/18/89
Public Servant, Assistant Secretary of State for African Affairs	
CULVAHOUSE, Arthur B., Jr.	1/18/89
Public Servant, Counsel to the President	
DELANEY, Joseph Alton (<u>POSTHUMOUSLY</u>)	7/13/83
Athlete, Professional Football Player, Kansas City Chiefs, lost his life attempting to save three children from drowning	
DOLE, Bob	1/18/89
Public Servant, Republican Leader, U.S. Senate, of Kansas	
DUBERSTEIN, Kenneth M.	1/18/89
Public Servant, Chief of Staff to the President, former Deputy Chief of Staff to the President, Assistant to the President for Legislative Affairs, Deputy Assistant to the President for Legislative Affairs	

President Reagan (Continued)

FEULNER, Edwin J., Jr. Leader of conservative movement, President, Heritage Foundation	1/18/89
FISHER, Max M. Businessman, Philanthropist	1/18/89
FORBES, Malcolm S. Philanthropist, Publisher, <u>Forbes</u> magazine	1/18/89
✓ FORTIER, Donald R. (<u>POSTHUMOUSLY</u>) Public Servant, former Deputy Assistant and Special Assistant to the President for National Security Affairs	1/18/89
HEIGHT, Dorothy I. Civil Rights Leader, longtime President of the National Council of Negro Women	1/18/89
HERRINGTON, John S. Public Servant, Secretary of Energy, former Assistant Secretary of the Navy, Assistant and Deputy Assistant to the President for Presidential Personnel	1/18/89
HESTON, Charlton Actor, patron of the arts	1/18/89
HODEL, Don Public Servant, Secretary of the Interior, former Secretary of Energy, Under Secretary of the Interior	1/18/89
HUNT, Leamon R. (<u>POSTHUMOUSLY</u>) Public Servant, Diplomat, assassinated while serving as Head of the Multinational Force and Observers in the Sinai	4/17/84
JACKSON, Samuel C. (<u>POSTHUMOUSLY</u>) Civil Rights Leader, Public Servant, former Commissioner, Equal Employment Opportunity Commission, Assistant Secretary of Housing and Urban Development	11/19/82
KAHN, Herman (<u>POSTHUMOUSLY</u>) Author, Strategic Analyst, founder of Hudson Institute	1/18/89
KAMPELMAN, Max M. Public Servant, Diplomat, Counselor of the Department of State, former Ambassador to the U.S. Office for Arms Reduction Negotiations	1/18/89
KEOGH, Dennis W. (<u>POSTHUMOUSLY</u>) Public Servant, Diplomat, assassinated by terrorist's bomb in Namibia	7/9/84
KIRK, Russell Author, Lecturer, political philosophy	1/18/89
LOVELACE, Alan M. Public Servant, former Deputy Director of NASA, leadership role in the Space Shuttle Program	5/19/81
McLAUGHLIN, Ann Public Servant, Secretary of Labor	1/18/89
MARSH, John O., Jr. Public Servant, Secretary of the Army, Army paratrooper, former Congressman, Assistant Secretary of Defense, Assistant to the Vice President, Counsellor to the President	1/18/89
MATHEWS, Martin Humanitarian, working with the youth of St. Louis, Missouri	7/22/82
MICHEL, Bob Public Servant, Republican Leader, U.S. House of Representatives, of Illinois	1/18/89
MILLER, Paul C. Public Servant, Director, Ceremonies and Special Events, U.S. Army Military District of Washington, international authority on military and diplomatic ceremony	5/22/86
PATON, David, M.D. Ophthalmologist, Humanitarian, founder of ORBIS, an organization that travels the world in an aircraft that serves as classroom and operating room demonstrating ophthalmologic techniques to doctors and nurses	11/5/87

PRESIDENT REAGAN (Continued)

PIERCE, Samuel R., Jr. Public Servant, Secretary of Housing and Urban Development, former General Counsel, Department of the Treasury	1/18/89
✓ POWELL, Colin L. Public Servant, Military Officer, Lt. General, U.S. Army, Assistant to the President for National Security Affairs	1/18/89
RAPHEL, Arnold Lewis (POSTHUMOUSLY) Public Servant, Diplomat, former Ambassador to Pakistan, died in a plane crash with the President of Pakistan	1/18/89
RIDGWAY, Rozanne L. Public Servant, Diplomat, Assistant Secretary of State, former Ambassador to the German Democratic Republic, Ambassador to Finland, Counselor of the Department of State	1/18/89
✓ ROGERS, John F. W. Public Servant, Assistant to the President, oversaw improvements in the Executive Mansion and restoration of the Old Executive Office Building, structures of great historic value	2/12/85
ROWNY, Edward L. Public Servant, Special Representative for Arms Control and Disarmament Negotiations	1/18/89
RUTAN, Elbert L. Aircraft Designer, The Voyager, first aircraft to fly around the world non-stop without refueling	12/29/86
RUTAN, Richard G. Pilot, The Voyager, first aircraft to fly around the world non-stop without refueling	12/29/86
✓ SPEAKES, Larry M. Public Servant, Assistant to the President and Principal Deputy Press Secretary	1/30/87
SPENCER, Stuart K. Political Consultant	1/18/89
STATTS, Elmer B. Public Servant, former Comptroller General of the United States	3/23/81
TAFT, William H., IV Public Servant, Deputy Secretary of Defense, former General Counsel of the Departments of Defense and Health, Education, and Welfare	1/18/89
TELLER, Edward Physicist, father of the free world's thermonuclear deterrent, founder of Laurence Livermore Laboratories	1/18/89
THURMOND, Strom Public Servant, U.S. Senator from South Carolina	1/18/89
TRULY, Richard H. Public Servant, Military Officer, Rear Admiral, U.S. Navy, astronaut, Associate Administrator for Space Flight, NASA	1/18/89
VALLADARES, Armando Human Rights Activist, exposed the horrors of the Cuban gulag	1/18/89
VOLPE, John A. Public Servant, former Governor of Massachusetts, Secretary of Transportation, Ambassador to Italy, Chairman of the Presidential Commission on Drunk Driving	12/13/83
WALTERS, Vernon A. Public Servant, Diplomat, Military Officer, Lt. Gen., U.S. Army, Retired, Representative of the United States to the United Nations, former Deputy Director of Central Intelligence, Ambassador-at-Large	1/18/89
WEEKS, Raymond "Father" of Veterans Day, helped in the cam- paign to change the name from Armistice Day, lifelong volunteer service to veterans	11/11/82
WHITEHEAD, John C. Public Servant, Diplomat, Deputy Secretary of State	1/18/89

PRESIDENT REAGAN (Continued)

WICK, Charles Z. Public Servant, Director of the United States Information Agency	1/18/89
WRIGHT, Joseph R., Jr. Public Servant, Director of the Office of Management and Budget, former Deputy Director of OMB, Deputy Secretary of Commerce	1/18/89
YEAGER, Jeana Pilot, The Voyager, first aircraft to fly around the world non-stop without refueling	12/29/86

PRESIDENT BUSH

ATWOOD, Donald J. Public Servant, Deputy Secretary of Defense during Operations Desert Shield/Desert Storm, Persian Gulf	7/3/91
BENSON, Ezra Taft Public Servant, former Secretary of Agriculture, leader of the Mormon church, lifelong friend of the Boy Scouts of America	7/28/89
BOSCHWITZ, Senator Rudy Public Servant, former U.S. Senator from Minnesota, helped facilitate the evacuation of thousands of Jews from Ethiopia	6/4/91
BUCKLEY, William F. (<u>POSTHUMOUSLY</u>) Public Servant, CIA official, killed by terrorists in Lebanon	3/18/92
EAGLEBURGER, Lawrence S. Public Servant, Diplomat, Deputy Secretary of State during Operations Desert Shield/Desert Storm, Persian Gulf, former Ambassador to Yugoslavia, Under Secretary of State for Political Affairs, Assistant Secretary of State	7/3/91
GATES, Robert M. Public Servant, Assistant to the President and Deputy for National Security Affairs during Operations Desert Shield/Desert Storm, Persian Gulf, former Deputy Director of Central Intelligence	7/3/91
HAASS, Richard N. Public Servant, Special Assistant to the President for National Security Affairs during Operations Desert Shield/Desert Storm, Persian Gulf	7/3/91
HIGGINS, William Richard (<u>POSTHUMOUSLY</u>) Military Officer, U.S. Marine Corps, killed by terrorists in Lebanon	3/18/92
JEREMIAH, Admiral David E., U.S. Navy Military Officer, Vice Chairman, Joint Chiefs of Staff during Operations Desert Shield/Desert Storm, Persian Gulf	7/3/91
KIRKLAND, Joseph Lane Labor Leader, President, AFL/CIO	11/13/89
KERR, Richard J. Public Servant, Deputy Director of Central Intelligence during Operations Desert Shield/ Desert Storm, Persian Gulf	7/3/91
KIMMITT, Robert M. Public Servant, Under Secretary of State for Political Affairs during Operations Desert Shield/ Desert Storm, Persian Gulf, former Deputy Assistant to the President for National Security Affairs, Executive Secretary of the National Security Council, General Counsel, Department of the Treasury	7/3/91

PRESIDENT BUSH (Continued)

WOLFOWITZ, Paul D.	7/3/91
Public Servant, Under Secretary of Defense for Policy during Operations Desert Shield/Desert Storm, Persian Gulf, former Ambassador to Indonesia, Assistant Secretary of State	
ZALE, Tony	10/16/90
Athlete, former middleweight boxing champion, Humanitarian, worked with the inner city youth of Chicago, Illinois	

GRAND TOTAL: 73

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PMS MS SHIRLEY GREEN, DIRECTOR OF PRESIDENTIAL CORRESPONDENCE RPT
DLY MGM, DLR
THE WHITE HOUSE
WASHINGTON DC 20500
SUBJECT: PRESIDENTIAL MEDAL OF FREEDOM
DEAR MS GREEN

IN 1982 I RECOMMENDED MR JAN SCRUGGS WHO IS FOUNDER OF THE VIETNAM
VETERANS MEMORIAL FOR THE PRESIDENTIAL MEDAL OF FREEDOM. SENATOR
WARNER AND MY EFFORTS WERE NOT SUCCESSFUL. WOULD YOU ASK PRESIDENT
BUSH TO AWARD MR JAN SCRUGGS THIS MEDAL. THANKS.

LARRY PAUL JONES
PO BOX 190832
DALLAS TX 75219
1144 EST

1154 EST

THE WHITE HOUSE

WASHINGTON

November 9, 1992

MEMORANDUM FOR SHIRLEY GREEN

FROM: BRENT SCOWCROFT 

SUBJECT: Presidential Award for General Vessey

Please add General John Vessey's name to the list of those being recommended for the Presidential Citizen's Medal.

General Vessey has worked tirelessly since 1987 as the President's Special Emissary to Hanoi for POW/MIA matters. The results achieved to date in determining the fate of our MIAs are largely attributable to his efforts. His actions merit special recognition in the form of the Presidential Citizen's Medal.

7/1

Phil
The latest version. Please
throw your old one away.

Ron Geisler

Executive Clerk

issues by law,

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Government. It may be awarded only by the President of the United States to persons who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The Medal may be awarded to citizens of other nations and may be awarded posthumously.

The recipient receives a medal and a citation signed by the President.

PRESIDENTIAL CITIZENS MEDAL: Established by Executive Order 11494 of November 13, 1969, for the purpose of recognizing citizens of the United States who have performed exemplary deeds of service for their country or fellow citizens. This is generally recognized as the second highest award of our Government.

The recipient receives a medal and a citation signed by the President.

NATIONAL MEDAL OF SCIENCE: Established by P.L. 86-209 of August 25, 1959, as amended (42 U.S.C. 1881), to provide recognition to individuals who make outstanding contributions in the physical, biological, mathematical, engineering, behavioral, or social sciences.

Not more than twenty individuals shall be awarded the Medal in any one calendar year. The President's Committee on the National Medal of Science receive, on behalf of the President, the recommendations made by the National Academy of Sciences.

The recipient receives a medal and a citation signed by the President.

NATIONAL MEDAL OF TECHNOLOGY: Established by P.L. 96-480 of October 21, 1980, to provide recognition to individuals or companies for outstanding contributions to the promotion of technology or technological manpower for the improvement of the economic, environmental, or social well-being of the United States.

The Secretary of Commerce periodically recommends names to the President. There is no limit on the number that can be awarded each year. The recipient receives a medal and a citation signed by the President.

NATIONAL MEDAL OF ARTS: Established by P.L. 98-306 of May 31, 1984, to recognize individuals or groups that are deserving of special recognition by reason of their outstanding contributions to the excellence, growth, support, and availability of the arts in the United States.

Recommendations are provided to the President by the National Council on the Arts. Not more than 12 medals may be awarded in a calendar year.

The recipient receives a medal and a citation signed by the President.

NATIONAL SECURITY MEDAL: Established by Executive Order 10431 of January 19, 1953, for distinguished achievement or outstanding contribution of exceptionally meritorious service performed in a position of high responsibility or of an act of valor requiring personal courage of a high degree and complete disregard of personal safety in the field of intelligence relating to the national security. May be awarded to any person, without regard to nationality, including members of the armed forces of the U.S.

Recommendations are submitted to the Executive Secretary of the National Security Council.

The recipient receives a medal and a certificate signed by the President.

PRESIDENT'S FOREIGN AFFAIRS MEDAL: Established by P.L. 96-465 of October 17, 1980, under the heading "Foreign Service Awards." This medal is presented for performance in the course of or beyond the call of duty that involves distinguished, meritorious service to the Nation, including extraordinary valor in the face of danger to life or health.

By Executive Order 12293 of February 23, 1981, the President delegated authority to issue the medal to the Secretary of State. The recipient receives a medal and a citation signed by the Secretary of State, which reads "presented on behalf of the President." NOTE: Due to budget constraints, no medal has been struck.

PRESIDENT'S AWARD FOR DISTINGUISHED FEDERAL CIVILIAN SERVICE:
Established by Executive Order 10717 of June 27, 1957, as the highest honorary award for the recognition of distinguished service by career civilian officers and employees of the Federal Government.

The Director of the Office of Personnel Management transmits the recommendations to the President. Generally, not more than five awards shall be made in one year.

The recipient receives a medal and a citation signed by the President.

PRESIDENTIAL RANK AWARDS FOR THE SENIOR EXECUTIVE SERVICE -- RANK OF DISTINGUISHED EXECUTIVE AND RANK OF MERITORIOUS EXECUTIVE:
Established by P.L. 95-454 of October 13, 1978 (Civil Service Reform Act of 1978), to recognize career members of the Senior Executive Service for outstanding service.

The Office of Personnel Management reviews annually the candidates and forwards its recommendations to the President.

The number of appointees awarded the rank of Distinguished Executive for sustained extraordinary accomplishment may not exceed 1 percent of the SES. The recipient receives a \$20,000 stipend, and a certificate signed by the President.

The number of appointees awarded the rank of Meritorious Executive for sustained superior accomplishment may not exceed 5 percent of the SES. The recipient receives a \$10,000 stipend, and a certificate signed by the President.

SENIOR FOREIGN SERVICE PRESIDENTIAL AWARD -- DISTINGUISHED SERVICE AWARD AND MERITORIOUS SERVICE AWARD: Established by P.L. 96-465 of October 17, 1980 (Foreign Service Act of 1980), to recognize members of the Senior Foreign Service for having performed especially distinguished or meritorious service in the conduct of the foreign policy of the United States Government.

The Secretary of State annually recommends names to the President. These awards are parallel to the above-mentioned rank awards for the Senior Executive Service. The recipient of the Meritorious Service Award receives a \$10,000 stipend, and the Distinguished Service Award a \$20,000 stipend. Both receive a certificate signed by the President.

PRESIDENTIAL RANK AWARDS FOR THE SENIOR CRYPTOLOGIC EXECUTIVE SERVICE -- RANK OF DISTINGUISHED EXECUTIVE AND RANK OF MERITORIOUS EXECUTIVE: Established by P.L. 97-89 of December 4, 1981, (Intelligence Authorization Act for Fiscal Year 1982), to recognize outstanding service by career civilian personnel in the National Security Agency and the Defense Intelligence Agency.

The Secretary of Defense annually recommends names to the President. These awards are parallel to the above-mentioned rank awards for the Senior Executive Service and the Senior Foreign Service. The recipient of the rank of Meritorious Executive receives a \$10,000 stipend, and the rank of Distinguished Executive a \$20,000 stipend. Both receive a plaque or certificate signed by the President.

PRESIDENTIAL RANK AWARDS FOR THE FBI-DEA SENIOR EXECUTIVE SERVICE -- RANK OF DISTINGUISHED EXECUTIVE AND RANK OF MERITORIOUS EXECUTIVE: Established by P.L. 100-325 of May 30, 1988, to recognize career members of the Federal Bureau of Investigation and Drug Enforcement Administration Senior Executive Service for outstanding service.

The Attorney General annually recommends names to the President. These awards are parallel to the above-mentioned rank awards for the Senior Executive Service, the Senior Foreign Service, and the Senior Cryptologic Executive Service. The recipient of the rank of Meritorious Executive receives a \$10,000 stipend, and the rank of Distinguished Executive a \$20,000 stipend. Both receive a certificate signed by the President.

PRESIDENT'S ANNUAL POINTS OF LIGHT AWARD: Established by Executive Order 12782 of November 21, 1991, and announced in a White House Press release on April 24, 1992, to honor outstanding individuals, families, groups, and organizations engaged in direct and consequential community services aimed at addressing serious social problems.

Candidates are recommended to the President by VOLUNTEER the National Center, the ACTION Agency, which is the Federal agency of volunteerism, and the Director of the White House Office of National Service. Award winners receive a sterling silver medallion, and a certificate signed by the President. Runners-up/citationists receive a citation signed by the President, but they are not recipients of the award. Corporate sponsors receive a small gift. First presented in 1982, this award was originally established as the President's volunteer Action Award.

RONALD REAGAN AWARD FOR VOLUNTEER EXCELLENCE: Announced by the Director of the ACTION Agency during the President's Volunteer Action Awards Luncheon on June 10, 1988, following the presentation of the 1988 President's Volunteer Action Awards. President Reagan received the first-struck medallion, which was presented to him by Mr. Bobby Trimble, one of the first recipients of the President's Volunteer Action Award. President Reagan then presented the award to the first winner, "Mama" Williams, who was selected by VOLUNTEER the National Center, the ACTION Agency, and the White House Office of Private Sector Initiatives. The award, consisting of a gold-plated silver medallion, is presented annually to one of the President's Annual Points of Light Award winners as "the individual who symbolizes the very best of volunteerism in our country." The winner is selected by the President. Originally awarded as part of the President's Volunteer Action Award, reconstituted under the President's Annual Points of Light Award by E.O. 12782, 11/21/91.

PRESIDENT'S "E" AND "E STAR" AWARD AND PRESIDENT'S "E" CERTIFICATE OF SERVICE: Established by Executive Order 10978 of December 5, 1961, to recognize significant contributions by persons, firms, and organizations to the expansion of the export trade of the United States. The "E STAR" Award is given to "E" Award winners who continue their aggressive export-promotion activities and whose level of performance exceeds that for which the "E" Award was given.

The Secretary of Commerce makes final selections and is responsible for administering the program. The recipient of the "E" and "E STAR" awards receives a certificate, an "E" pennant, and "E" gold lapel pin. The recipient of the "E" Certificate of Service receives a certificate. The certificates are executed by the Secretary of Commerce in the name and by the authority of the President.

AGENCY AND PRESIDENTIAL CASH AWARDS TO FEDERAL EMPLOYEES: The Federal Incentive Awards Program was established by P.L. 83-763 of September 1, 1954, to motivate employees to increase productivity and creativity by rewarding those whose job performance is substantially above normal job requirements and whose adopted ideas benefit the Government.

An Agency head, with the approval of the Office of Personnel Management, may grant a cash award in excess of \$10,000, but not in excess of \$25,000. There is no limit to the President's authority to approve monetary awards (OPM recommends that Presidential awards normally not exceed \$25,000, for a maximum of \$50,000). The recipient also customarily receives a Presidential letter of congratulations.

The Director of the Office of Personnel Management recommends individuals to the President.

PRESIDENTIAL AWARD FOR COST SAVINGS DISCLOSURES -- Fraud, Waste, Mismanagement: Established by P.L. 97-35 of August 13, 1981, which provides that the President may pay a cash award of \$20,000 to any employee whose disclosure of fraud, waste, or mismanagement has resulted in substantial cost savings for the government.

Recommendations shall be made to the President by the Director of the Office of Management and Budget. No more than 50 awards shall be made in any fiscal year. No award under this authority may be made after September 30, 1990. As of January 5, 1990, this award has never been issued.

PRESIDENTIAL QUALITY AND MANAGEMENT IMPROVEMENT AWARDS AND LETTERS OF COMMENDATION: Originally established in 1970 as the Presidential Management Improvement Award and reestablished with the same title in 1984, was established with the new title in 1989, to recognize Federal civilian and military personnel for their ideas, inventions, and other achievements beyond job requirements that result in significant benefits to the Government, and for significant contributions to improvement in services to the public. To be eligible, the improvements must have resulted in verified tangible benefits of \$250,000 or more; or resulted in a significant improvement in the quality of Government services or products which, even though they cannot be measured in dollar terms, have corresponding value.

The Office of Personnel Management oversees the administration of these awards. Each department and agency shall administer this program within the framework of its Incentive Awards program.

The recipient of the award receives a plaque containing citation language and the President's signature. The finalists who are not selected for the award are presented with a Presidential letter of commendation.

PRESIDENTIAL AWARD FOR OUTSTANDING PRIVATE SECTOR INVOLVEMENT IN JOB TRAINING PROGRAMS: Established by P.L. 99-496 of October 16, 1986, to recognize individuals or organizations from the private sector for outstanding achievement in the job training partnership program.

The President may make such awards each year and shall establish selection procedures after consultation with the Secretary of Labor and the Governors of the States.

The recipient receives a plaque containing the President's signature and a letter of congratulations from the President.

ENRICO FERMI AWARD: Established by the Atomic Energy Act of 1954, as amended (42 U.S.C. 2187(b)(3)), to recognize individuals for any especially meritorious contribution to the development, use, or control of atomic energy.

The Secretary of Energy submits recommendations to the President. The recipient receives \$100,000, a gold medal, and a citation signed by the Secretary of Energy and the President. (In the case of 2 or more recipients, they share \$200,000.)

PAUL R. BOUCHER ANNUAL PUBLIC SERVICE AWARD: Established by the President's Council on Integrity and Efficiency in 1983 to encourage government employees to aspire to a very high standard of service to the United States. The award was conceived by the Inspector General community in memory of Paul Boucher, the Inspector General of the Small Business Administration, who was killed in an accident in July 1982. The Award recognizes individuals for outstanding performance in fighting fraud, waste, and abuse in government programs.

The program is administered by the Office of Management and Budget. The recipient receives a wooden plaque. The winner and runners-up receive letters of congratulations from the President.

PRESIDENTIAL END HUNGER AWARDS: Established in 1983 to honor U.S. citizens and institutions that have made significant contributions to the goal of a world without hunger.

The program is administered by AID. There are six categories: (1) Outstanding Individual Achievement, (2) Government/Legislative, (3) Celebrity, (4) Private Voluntary Organization/Cooperative, (5) Educator/Scientist, and (6) Corporate. AID submits the top recommendations, which are chosen by a panel of judges composed of leaders in the hunger community, to the President for approval.

The recipient receives a certificate signed by the President which is presented by AID in a ceremony each October in conjunction with World Food Day.

PRESIDENT'S AWARD FOR OUTSTANDING PUBLIC SAFETY SERVICE: Established by P.L. 93-498 of October 29, 1974, to recognize public safety officers for extraordinary valor in the line of duty or for outstanding contribution to public safety.

The Secretary of Commerce, Secretary of Defense, Attorney General, and the Director of the Federal Emergency Management Agency shall advise and assist the President in the selection.

The recipient receives a medal. No more than 12 awards shall be made during one calendar year. (Never issued by any President.)

PRESIDENTIAL AWARDS FOR EXCELLENCE IN MATHEMATICS AND SCIENCE

TEACHING: Initially announced by the President in a radio address from Camp David on March 12, 1983, as the Presidential Award for Excellence in Science and Mathematics Teaching, and subsequently authorized by P.L. 98-377 of August 11, 1984, as the Presidential Awards for Teaching Excellence in Mathematics and Science; reauthorized by P.L. 100-297 of April 28, 1988, as the Presidential Award for Teaching Excellence in Mathematics and Science and in Foreign Languages; and finally authorized by P.L. 100-570 of October 31, 1988, as the Presidential Awards for Excellence in Mathematics and Science Teaching.

Presented annually to no fewer than 108 kindergarten through grade 12 school teachers of mathematics and science who have demonstrated outstanding teaching ability in their field; selecting at least two teachers from each State; the District of Columbia; Puerto Rico; the Trust Territory of the Pacific Islands, the Northern Mariana Islands, and other commonwealths, territories, and possessions of the U.S.; and from the Department of Defense Dependents' School.

The recipient receives a certificate signed by the President. Additionally, the awards carry with them monetary grants. The program is administered by the National Science Foundation, and the contact office in the Executive Office of the President is the Office of Science and Technology Policy.

PRESIDENTIAL AWARDS FOR TEACHING EXCELLENCE IN FOREIGN LANGUAGES:

Initially authorized by P.L. 100-297 of April 28, 1988, as the Presidential Awards for Teaching Excellence in Mathematics and Science and in Foreign Languages. P.L. 100-570 of October 31, 1988, reauthorized the award as the Presidential Awards for Teaching Excellence in Foreign Languages.

Presented annually to 108 elementary and secondary school teachers of foreign languages who have demonstrated outstanding teaching ability in their field; selecting at least one elementary and one secondary teacher from each State; the District of Columbia; Puerto Rico; the Trust Territory of the Pacific Islands; the Northern Mariana Islands; and other commonwealths, territories, and possessions of the U.S.; and the Department of Defense Dependents' School.

The recipient receives a certificate signed by the President. Additionally, the award carries with it a monetary grant.

The program is administered by the Department of Education.

PRESIDENTIAL ACADEMIC FITNESS AWARD: Announced by the President on December 8, 1983, during a speech to the National Forum on Excellence in Education in Indianapolis, to recognize outstanding students, to provide a focal point for education, and invoke grass roots support behind education reforms.

The program is administered by the Department of Education. The student receives a colored pin and a certificate with printed facsimile signatures of the Secretary of Education and the President.

AWARD FOR DESIGN EXCELLENCE: Announced in a memorandum from the President to the heads of executive departments and agencies of December 21, 1983, and again on October 16, 1987, to recognize individuals and organizations for their successful achievements in Federal design and to inspire standards of excellence throughout the Government. The program is scheduled to be conducted once every Presidential term.

The program is administered by the Federal Design Improvement Program, a special project of the National Endowment for the Arts. The recipient receives a certificate signed by the President.

COMMANDER-IN-CHIEF'S ANNUAL AWARD FOR INSTALLATION EXCELLENCE: Announced in a memorandum from the President of January 22, 1985, to the men and women of the Department of Defense to recognize the outstanding efforts of the people within each service who operate and maintain defense installations. There are four awards each year; one for each service.

The commander of the winning installation receives a Presidential letter of congratulations for the men and women of the winning installation.

MALCOLM BALDRIGE NATIONAL QUALITY AWARD: Established by P.L. 100-107 of August 20, 1987. The President or the Secretary of Commerce are authorized periodically to award companies and other organizations that have substantially benefited the economic or social well-being of the United States through improvements in the quality of their goods or services resulting from the effective practice of quality management in the following categories: (1) small business, (2) companies or their subsidiaries, and (3) companies that primarily provide services; or in other categories as determined by the Secretary.

The recipient receives a crystal statue encasing a medallion.

YOUNG AMERICAN MEDAL FOR BRAVERY AND YOUNG AMERICAN MEDAL FOR SERVICE: Established by an Act of Congress of August 3, 1950, for individuals 18 years of age and under for bravery and character. Such medals shall be presented personally by the President.

The Department of Justice regulates the issuance of the medals. Not more than four may be awarded in any calendar year; two for bravery and two for character. The recipient receives a medal and a certificate signed by the President.

SPECIAL CONGRESSIONAL GOLD MEDALS: Authorized in each instance by means of a bill passed by the Congress and signed into law by the President. The practice of awarding these medals dates to the very early history of the country. In 1776, George Washington was tendered such a medal expressing the thanks of the Congress for "conduct in the siege and acquisition of Boston." Recent recipients have included Danny Thomas, Elie Wiesel, Lady Bird Johnson, Aaron Copland, Avital and Anatoly Shcharansky, and Roy Wilkins (posthumously).

Presentation of the medal varies; most laws require presentation by the President, but others stipulate presentation by the Speaker of the House, the President pro tempore of the Senate, or others. The President may designate a Government official to make the presentation on his behalf.

It should be noted that on several occasions, the Congress has authorized issuance of silver or bronze medals.

The recipient receives a medal.

CONGRESSIONAL SPACE MEDAL OF HONOR: Established by P.L. 91-76 of September 29, 1969, to be awarded to those astronauts whose particular efforts and contributions to the welfare of the Nation and of mankind have been exceptionally meritorious.

The Administrator of NASA recommends the names of civilians to the President, and the Secretary of Defense recommends active duty members of the armed forces.

The recipient receives a medal.

PRESIDENTIAL AWARD FOR QUALITY: Established by President Reagan on April 26, 1988, in a decision memorandum from the Cabinet Secretary to recognize a department, agency, or major component of an agency that provides a high quality service that meets or exceeds the needs of its customers in a cost effective manner.

The recipient(s) are chosen by a three member committee composed of the following individuals: Assistant to the President for Economic and Domestic Affairs, Representative of the National Institute of Standards and Technology, Department of Commerce, the organization administering the Malcolm Baldrige Quality Award, and a Vice President or Director of Quality from a major private sector corporation.

The head of the winning agency or agency component receives on behalf of the employees of the agency a letter of congratulations from the President and a piece of cut glass etched with the Presidential Seal. A maximum of two awards can be presented each year.

PRESIDENT'S ENVIRONMENTAL YOUTH AWARDS: Initially established by Executive Order 11667 of April 19, 1972, as the President's Environmental Merit Awards Program to recognize students for individual or group projects that benefit the environment. This E.O. was revoked by E.O. 11948 of December 20, 1976; however, the program continued in 1977 under the name of the President's Environmental Youth Awards Program.

The program is administered by the Environmental Protection Agency. The recipient receives a certificate with a printed facsimile signature of the President.

PRESIDENT'S AWARD OF THE COMBINED FEDERAL CAMPAIGN: Established in 1982 to be given to those departments, agencies, and their major sub-units whose per-employee level of giving to the Combined Federal Campaign is \$75 or more.

The award is in the form of a plaque, and the program is administered by the National Capital Area of the Combined Federal Campaign.

PRESIDENT'S SAFETY AND HEALTH AWARD PROGRAM: Established in 1955 to recognize those Federal departments and agencies with the greatest improvement in the number of occupational injuries and illnesses occurring in the previous calendar year. The award was discontinued in 1977, but reinstituted in 1982 as an agency-administered program.

The award is in the form of a plaque, and the program is administered by the Secretary of Labor.

THE PRESIDENT'S TROPHY FOR THE DISABLED AMERICAN OF THE YEAR:

The President's Trophy was established in 1951, as America's highest honor given annually to an American with a disability for outstanding or unusual achievements in the world of work and significant contributions that increase public awareness of other Americans with a disability in the work force.

The Program is administered by the President's Committee on Employment of People with Disabilities. The President's Trophy is a sterling silver plaque bearing the President's signature mounted on a mahogany base. All finalists receive a "Distinguished Disabled American" certificate bearing a printed facsimile signature of the President.

NATIONAL SCIENCE SCHOLARS: The National Science Scholars Program was originally proposed by President Bush in his Budget Message to the Congress on February 2, 1989, and included in draft legislation transmitted to the Congress on April 5, 1989, entitled "The Educational Excellence Act of 1989". The Program was formally established by P.L. 101-589 of November 16, 1990, to recognize student excellence and achievement in the physical, life, and computer sciences, mathematics, and engineering, by providing financial assistance to students to continue their postsecondary education at an institution of higher education.

The President, after consultation with the Secretary of Education and the Director of the National Science Foundation, shall select two National Science Scholars for each academic year from each congressional district, at least one of whom shall be female. The President shall announce his decision prior to January 1st of each year. Presentation of the Scholarships may be made in a public ceremony.

ROBERT NOYCE SCHOLARSHIPS: The Robert Noyce Scholarships were established by P.L. 101-589 of November 16, 1990, to provide financial assistance to students in a baccalaureate degree program in physical, life, or computer sciences, mathematics, or engineering who are willing to commit themselves to teaching elementary or secondary school mathematics or science.

Award recipients shall be nominated from among applicants by a merit review panel appointed by the Secretary of Education and the Director of the National Science Foundation. The Panel shall submit its nominees to the President, who shall, after consultation with the Secretary, and the Director, award not more than 500 initial scholarships. The Secretary shall award additional scholarships to recipients of initial awards.

PRESIDENTIAL AWARDS FOR SERVICES: The award was established by P.L. 101-610 of November 16, 1990, for individuals, service programs, and teachers who perform outstanding examples of national and community service.

The President shall consult with the Governor of each state, and with the Board of Directors of the Commission on National and Community Service, in the selection of individuals and programs for Presidential Awards.

ENVIRONMENTAL EDUCATION AWARDS FOR TEACHERS: The Environmental Education Awards for Teachers Program was established by P.L. 101-619 of November 16, 1990, to recognize elementary and secondary education teachers and their local educational agencies who demonstrate excellence in advancing environmental education through innovative approaches.

The Chairman of the Council on Environmental Quality, on behalf of the President, is authorized to develop and administer the program.

PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS: Established by Executive Order 12761 of May 21, 1991, for the purpose of recognizing outstanding environmental achievements by U.S. citizens, enterprises, or programs, and to encourage innovative solutions to environmental concerns.

Up to three awards shall be given annually at a White House ceremony in each of the following four categories: Quality Environmental Management Awards; Partnership Awards; Innovation Awards; and Education and Communication Awards. The award winners receive a medal and a citation signed by the President, program finalists receive a citation signed by the President.

PRESIDENTIAL FACULTY FELLOWS - Announced by President Bush in the Rose Garden on September 16, 1991, to recognize and support the scholarly activities of some of the Nation's most outstanding young science and engineering faculty members. The award will carry a grant from the NSF of \$100,000 per year for five years, subject to availability of funds. Thirty awards will be given each year, fifteen in science and fifteen in engineering. The program is administered by the NSF, recipients receive a certificate signed by the President.

NATIONAL AWARD FOR DIVERSITY AND EXCELLENCE IN AMERICAN EXECUTIVE MANAGEMENT - The award was established by section 205, P.L. 102-166 of November 21, 1991, 42 U.S.C. 2000e note, to recognize employers whose practices and policies promote opportunities for, and eliminate artificial barriers to, the advancement of women and minorities in the business community. the award shall be presented annually by the President or his designated representative. Winners receive a medal bearing the inscription "Frances Perkins-Elizabeth Hanford Dole National Award for Diversity and Excellence in American Executive Management."

SPECIAL AWARDS -- ESTABLISHED BY THE PRESIDENT: Awards in this category are created by the President on an individual basis. There are no laws or Executive orders regulating their issuance. They are used to grant presidential recognition to individuals or organizations for many worthwhile endeavors. Generally, they are presented to persons or organizations whose service to the Nation or fellow citizens is of an unusual nature, such as extraordinary achievement, sustained and outstanding public service, and particularly to persons for whom other categories of Presidential awards are not appropriate, such as the Presidential Medal of Freedom and the Presidential Citizens Medal.

The recipient receives a commendation/citation/certificate signed by the President, and in special cases a specially adapted medal and rosette may also be presented.

Examples are: Special Award for Exceptional Service to Joan M. Auten, a British citizen, for her 44 years of service at the U.S. Embassy in London; Presidential Public Safety Communication Award to Michael Jackson for his contribution to the National Campaign Against Teen-age Drunk Driving; Presidential Commendation for Exceptional Humanitarian Service to four individuals who rescued Vietnamese from drowning on the high seas; Presidential Citation to the Harlem Globetrotters for their service to the people of all countries; and Certificate of Appreciation to the Navajo Code Talkers for their dedicated service in World War II.

NOMINATION PROCEDURE

If you are aware of an individual whose achievements meet the high standards outlined in the executive orders establishing these awards, you may recommend that person by writing to the President of the United States. Your letter should have a concise description of the individual's accomplishments. Address your letter to:

*The President
The White House
Washington, DC 20500*

Upon receipt, an acknowledgement letter will be sent to you. Your nominee will be added to the list of individuals recommended for these awards. You may be sure that the President gives each nominee careful consideration before making his decision on recipients for these prestigious awards.

SELECTION PROCEDURE

The names of the recommended individuals are maintained on file until such time as the President decides to present the award. The President is not limited as to the number of awards he may present each year, and there is no set date for presentation. Periodically, the President is provided the names of the recommended individuals along with a description of their accomplishments. The President then makes his decision.

PRESIDENTIAL MEDAL OF FREEDOM

Among those who have received this prestigious award are:

Ansel Adams
Photographer
Pearl Bailey, *Entertainer*
General Omar N. Bradley
First Chairman of the Joint Chiefs of Staff
Ellsworth Bunker
Diplomat
Walter Cronkite, *Newsman*
Mohamed Anwar El-Sadat
President of Egypt
Barry Goldwater
United States Senator
W. Averell Harriman
Diplomat
Bob Hope, *Entertainer*
Jeane J. Kirkpatrick
Diplomat
Leontyne Price, *Singer*
Dr. Jonas E. Salk
Medical Scientist

PRESIDENTIAL CITIZENS MEDAL

Among those who have received this award are:

Richard Armitage
Public Servant
Brooke Russell Astor
Author
Hubert Dickey Ballantine
Humanitarian
Ezra Taft Benson
Leader, Mormon Church
Bob Dole
United States Senator
Leamon R. Hunt, *Diplomat*
Herman Kahn, *Author*
Joseph Lane Kirkland
Union Leader
David Paton, M.D.
Ophthalmologist
Edward Teller, *Scientist*
Armando Valladares
Human Rights Activist

Information Sheet for the



Presidential Medal of Freedom and the Presidential Citizens Medal

BACKGROUND

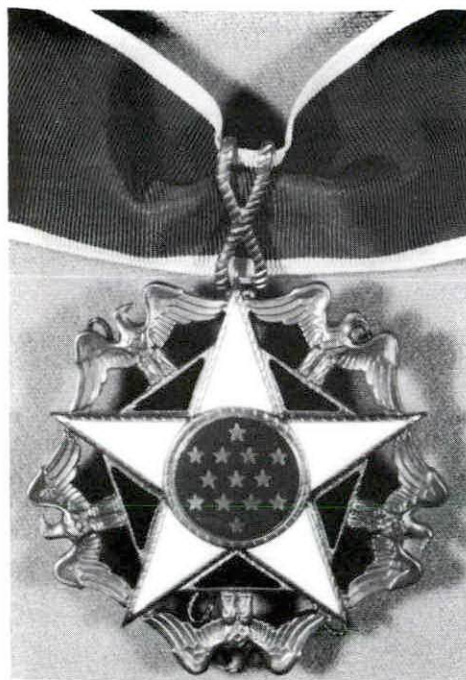
The Presidential Medal of Freedom as it now exists was established by Executive Order 11085 of February 22, 1963, as amended by E.O. 11515 of March 13, 1970. It is the highest civilian award of our Government. It is awarded only by the President of the United States to those persons who he deems have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The Medal may be awarded to citizens of other nations and may be awarded posthumously. The announcement of the granting of the Medal may take place at any time during the year. The presentation ceremony is usually held at the White House.

President Kennedy announced the first Presidential Medal of Freedom awards in 1963. However, President Johnson made the first presentations of the Medal in a ceremony at the White House on December 6, 1963.

Historical Note: When originally established by President Truman in 1945 as the Medal of Freedom by Executive Order 9586, the following were authorized to award the Medal: the President; the Secretary of State; the Secretary of War; the Secretary of the Navy; or by such officers as the Secretaries might designate. In April 1952, Executive Order 10336 amended the list of those authorized to award the medal to: the Secretary of Defense; the Secretary of the Army; the Secretary of the Navy; the Secretary of the Air Force; or by such officers as the Secretaries might designate.

The Presidential Citizens Medal was established by Executive Order 11494 of November 13, 1969, for the purpose of recognizing citizens of the United States of America who have performed exemplary deeds of service for their country or their fellow citizens. The Medal may be bestowed by the President upon any citizens of the United States at the sole discretion of the President. The announcement of the granting of the Medal and the presentation may take place at any time during the year. The Medal may be conferred posthumously.

THE PRESIDENTIAL MEDAL OF FREEDOM EXECUTIVE ORDER 9586 AS AMENDED BY EXECUTIVE ORDERS 10336, 11085, 11515



By virtue of the authority vested in me as President of the United States and as Commander in Chief of the armed forces of the United States, it is ordered as follows:

SECTION 1. Medal established. The Medal of Freedom is hereby reestablished as the Presidential Medal of Freedom, with accompanying ribbons and appurtenances. The Presidential Medal of Freedom, hereinafter referred to as the Medal, shall be in two degrees.

SECTION 2. Award of the Medal.

(a) The Medal may be awarded by the President as provided in this Order to any person who has made an especially meritorious contribution to (1) the security or national interests of the United States, or (2) world peace, or (3) cultural or other significant public or private endeavors.

(b) The President may select for the award of the Medal any person recommended to the President upon his own initiative.

(c) The principal announcement of awards of the Medal shall normally be made annually, on or about July 4 of each year; but such awards may be made at other times, as the President may deem appropriate.

(d) Subject to the provisions of this Order, the Medal may be awarded posthumously.

THE PRESIDENTIAL CITIZENS MEDAL EXECUTIVE ORDER 11494



By virtue of the authority vested in me as President of the United States, it is ordered as follows:

SECTION 1. Medal established. The Presidential Citizens Medal (hereinafter referred to as the Medal), together with accompanying ribbons and appurtenances, is hereby established for the purpose of recognizing citizens of the United States of America who have performed exemplary deeds of service for their country or their fellow man.

SECTION 2. Award of the Medal.

(a) The Medal may be bestowed by the President upon any citizen of the United States at the sole discretion of the President.

(b) The announcement of the granting of the Medal and the presentation ceremonies may take place at any time during the year.

(c) Subject to the provisions of this order, the Medal may be conferred posthumously.

SECTION 3. Design of the Medal. The Army Institute of Heraldry shall prepare for the approval of the President a design of the Medal, citation, and ribbon.

SECTION 4. Prior orders. The establishment of the Medal shall not operate to terminate any other medal and this order shall not be deemed to supersede the whole or any part of any other Executive order.

Handwritten: DRAFT

Handwritten: 12/4/91

Handwritten: Phil needs this draft, without making a change
vrg

December 4, 1991

MEMORANDUM FOR BILL SITTMANN

FROM: PHIL BRADY

With regard to the awarding of medals to the second level of recipients, I would recommend the President's Special Award for Exceptional Service.

This award is issued by the President on an individual basis and on his own initiative. There are no laws or Executive orders regulating its issuance. Generally, the award is presented to persons whose service is of an unusual nature, such as extraordinary achievement, or sustained and outstanding service.

Past recipients are:

Name	Date Awarded
Irwin Hicks, Deputy Secretary of State, for his role in the departure of Jews from Ethiopia	6/4/91 ✓
Robert Frasure, Director for African Affairs, NSC, for his role in the departure of Jews from Ethiopia	6/4/91
Robert Houdek, Charge d'Affairs, U.S. Embassy, Addis Ababa, Ethiopia, for his role in the departure of Jews from Ethiopia	6/4/91
Fernando Manfredo, a citizen of Panama, Deputy Administrator of the Panama Canal Commission, for his ten years of service as Deputy Administrator	1/17/91
General Dennis P. McAuliffe, Administrator of the Panama Canal Commission, for ten years of service as Administrator	1/17/90
Maurice Lipton, for thirty years of dedicated Federal service to the United States	1/22/87
Joan M. Auten, a citizen of Great Britain, for over forty years of dedicated service at the U.S. Embassy in London.	6/10/84

Last Recipient: Giandomenico Picco, a citizen of Italy, for facilitating the release of hostages held in Lebanon. 12/12/91

(4) Encourage the fullest cooperation between Federal, State, and local governments, with special concern for local initiative and local decision-making.

(5) Ensure that in the development of policies and programs concerning rural affairs, the relationships between urban, suburban, and rural areas are taken into account.

(6) Encourage the most effective role possible for voluntary organizations in dealing with rural problems and their solutions.

(7) Encourage an improved geographical distribution of the population of the United States.

(8) Keep the President advised on progress in meeting national objectives.

SEC. 3. *Administrative arrangements.* In compliance with provisions of applicable law, and as necessary to effectuate the purposes of this order, (1) the White House Office shall provide or arrange for supporting clerical, administrative, and other staff services for the Council, and (2) each Federal department and agency which is represented on the Council shall furnish the Council such information and other assistance as may be available.

SEC. 4. *Construction.* Nothing in this order shall be construed as subjecting any department, establishment, or other instrumentality of the executive branch of the Federal government or the head thereof, or any function vested by law in or assigned pursuant to law to any such agency or head, to the authority of any other such agency or head or as abrogating, modifying, or restricting any such function in any manner.



THE WHITE HOUSE,
November 13, 1969.

Executive Order 11494

ESTABLISHING THE PRESIDENTIAL CITIZENS MEDAL

By virtue of the authority vested in me as President of the United States, it is ordered as follows:

SECTION 1. *Medal established.* The Presidential Citizens Medal (hereinafter referred to as the Medal), together with accompanying ribbons and appurtenances, is hereby established for the purpose of recognizing citizens of the United States of America who have performed exemplary deeds of service for their country or their fellow citizens.

SEC. 2. *Award of the Medal.* (a) The Medal may be bestowed by the President upon any citizen of the United States at the sole discretion of the President.

(b) The announcement of the granting of the Medal and the presentation ceremonies may take place at any time during the year.

(c) Subject to the provisions of this order, the Medal may be conferred posthumously.

SEC. 3. *Design of the Medal.* The Army Institute of Heraldry shall prepare for the approval of the President a design of the Medal, citation, and ribbon.

SEC. 4. *Prior orders.* The establishment of the Medal shall not operate to terminate any other medal and this order shall not be deemed to supersede the whole or any part of any other Executive order.

Richard Nixon

THE WHITE HOUSE,
November 13, 1969.

Executive Order 11495

PROVIDING FOR THE ADMINISTRATION OF THE DISASTER RELIEF ACT OF 1969

By virtue of the authority vested in me by the Disaster Relief Act of 1969 (Public Law 91-79, approved October 1, 1969; hereinafter referred to as the Act) and section 301 of title 3 of the United States Code, and as President of the United States, it is hereby ordered as follows:

SECTION 1. The following-described authorities shall be exercised by the Director of the Office of Emergency Preparedness:

- (1) The authority conferred upon the President by section 2 of the Act to allocate funds for the permanent repair and reconstruction of street, road, and highway facilities.
- (2) The authority conferred upon the President by section 3(d) of the Act to make grants to any State or political subdivision thereof, for the purpose of removing damaged timber from privately-owned lands when the Director determines it to be in the public interest.
- (3) The authority conferred upon the President by subsections (a) and (b) of section 8 of the Act to provide assistance, including grants, to States in developing plans and programs for assisting individuals suffering loss as the result of a major disaster.
- (4) The authority conferred upon the President by section 9 of the Act to appoint a Federal coordinating officer to operate in a major disaster area.
- (5) The authority conferred upon the President by section 10 of the Act to provide temporary dwelling accommodations for displaced individuals and families.
- (6) The authority conferred upon the President by section 12 of the Act to provide assistance to any individuals unemployed as a result of a major disaster.
- (7) The authority conferred upon the President by section 13 of the Act to make grants and loans to States for suppression of fires.

A connoisseur of function

For 40 years, Vincent Scully has championed American architecture

When architectural historian Vincent Scully retired from Yale last April, his final lecture to a freshman class made the front page of the *New York Times*. The audience, noted the paper, "more or less constituted the course title: Modern Architecture." There sat Maya Lin, who had designed the Vietnam Veterans Memorial while a student of Scully's. Beside her was New York's Battery Park City designer, Cesar Pelli, and Prince Charles's architectural adviser, Leon Krier. All had come to give an ovation to the man once described by Philip Johnson, arguably the most powerful architect in America, as "the most influential architecture teacher, ever."

It is an apt description. In his 44 years as a professor at Yale, Scully taught not only many of today's important American architects but also the field's leading historians, critics and professors, sending his influence rippling outward through the nation's design schools, journals and towns. An inspiring lecturer and writer (buildings rush and clamor, stare, scream and sing for the self-described animist), he has produced countless articles, narrated a public-television series and published 15 books. The latest, "Architecture: The Natural and the Man-made" (St. Martin's Press, \$40), summarizes his life's diverse work. Ranging over the whole history of Western architecture, Scully traces humanity's journey away from an engagement with nature to its wholesale elimination, leading finally—tragically, he believes—to the "blindness of the contemporary urban world to everything that is not itself."

Homespun vision. Scully argues, as he has for decades, for the creation of a more humane architecture that returns to classical and vernacular traditions to restore the fragile urban fabric that sustains community. It is a mark of his persistence that his vision, scorned in the postwar decades by disciples of European modernism, is now at the center

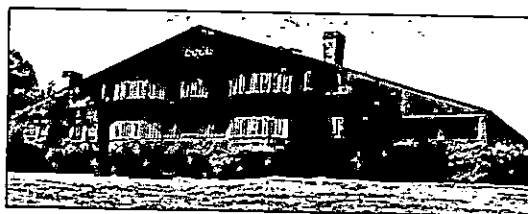
of the best contemporary architecture.

But it has been a long struggle. As a graduate student at Yale just after World War II, when everyone else was swooning over the grand concrete, glass and steel visions of Le Corbusier and Mies van der Rohe, Scully fell in love with traditional American architecture, especially New England's "shingle style." While others still dismissed Frank Lloyd Wright as a provincial redneck, Scully championed him as the intellectual equal of his European peers. And while the rest of the country's universities remained obsessed with French and German theory, Scully shifted Yale's orientation toward ideas much closer to home. Andres Duany, a former student of Scully's who with Elizabeth Plater-Zyberk is now designing highly praised "traditional" towns in the Unit-

Sparking a passion. The Low House in Bristol, R.I., built in 1887, seized Scully's imagination. "One great big, strong, gable-shaped, shingled house. I didn't think I had ever seen a stronger form."

ed States, attributes to Scully "the fact that we're even interested in American urbanism and towns. Without that exposure, we would be completely different."

Scully once described a beloved teacher as "the embodiment of the spirit of Rome." Asked what place he himself embodies, he answers without hesitation: New Haven, Conn. It is a characteristically humble answer, but genuine; he has lived in New Haven since his birth in 1920, and it intrudes into all his thinking and writing—just as American architecture as a whole nudges its way into Scully's mind even when he is far from home. Looking at Chartres Cathedral, lifting "as if singing out of the wheat," he is reminded of the Nebraska State Capitol rising out of the plains with its shining dome of gold. Maya pyramids, stepping massively toward the heavens.



PHOTOS, FROM TOP: BILL FRANKS—THE MIAMI HERALD FOR USA; WAYNE ANDREWS—ESTO

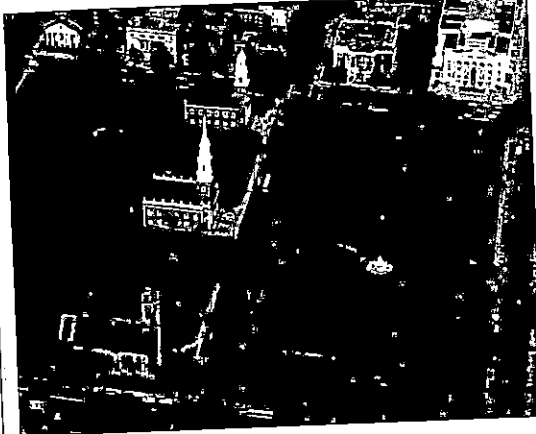
connect to the early skyscrapers of New York City. And the gardens at Versailles are most interesting to him for having provided the blueprint for Washington, D.C., where "Lincoln broods in his temple like Zeus and Washington points with his obelisk to the sun."

Yet for all Scully's iconoclastic affection for unfashionable architecture, even he did not escape the great romance with utopian modernism. He was swept away by Le Corbusier's "crazed exaltations," he concedes, and even today this traditionalist says that given his choice he would live in Philip Johnson's glass house, a transparent box framed in steel, the culmination of the modernist ideal.

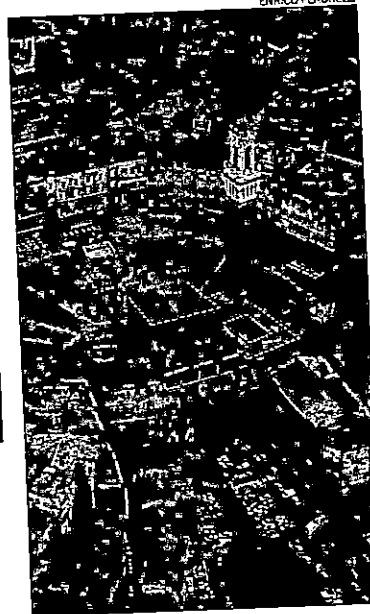
But the problem with the glass house, says Scully, is that while it is magnificent set in the woods, alone, it cannot function as part of an urban family. The principles of modernism are too often incompatible with community, a fact that became starkly apparent to Scully with the redevelopment frenzy of the '50s. "Architects with a few impatient dogmas imagined themselves social engineers and so destroyed society," he laments. "Corbusier's cataclysmic vision of freeways and superblocks came to lay the centers of most American cities in ruins, and encouraged all kinds of social problems with its total destruction of neighborhood amenities and communal values."

Exiled by design. That destruction has had its most adverse effect on the poor, Scully says. When planners separated functions, zoning commercial buildings in one area and residential structures in another, the poor were effectively exiled, shoved out of the way so that suburbanites could ride in their automobiles without seeing anything that might disturb them. With the suburbs closed to them, the poor were trapped in the corners of the cities, while the once thriving and diverse centers were blown apart by "uncouth architectural monsters." The massive concrete hulk of Boston City Hall, for instance, sits like an alien amid the surrounding cobblestone and brick, "posturing and menacing and tearing the city's very heart to pieces."

In the wake of such destruction, it is no surprise that Scully is deeply pessimistic about America's urban and suburban future. Though he appreciates the postmodernists' attention to historical detail and ornamentation, Scully feels that they, too, have lost their way. "Postmodernists have shown themselves capable of building just as ridiculous and awful stuff as the modernists," says Scully. "They're just as guilty of showing off, of excess, of an obsession with being original. Architects need to

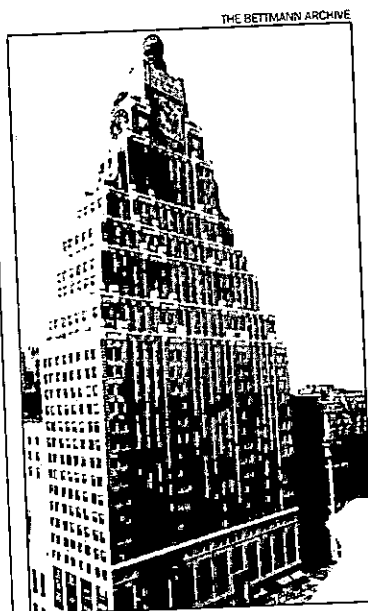


ROBERT PERRON

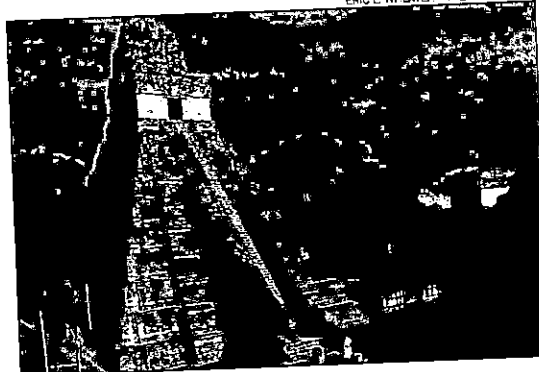


ENRICO FERORELLI

Ancient ideal. Both New Haven, Conn., and Siena, Italy, are founded on a grid, an urban design dating to biblical times. Italian tradition called for a paved urban square, says Scully; Americans favor a bigger, greener commons.



THE BETTMANN ARCHIVE



ERIC L. WHEATER—THE IMAGE BANK

Maya model. The temples at Tikal, in Guatemala, were "the first skyscrapers of the North American continent," according to Scully. Designers of early skyscrapers, such as New York's Paramount building, borrowed from the pyramids.

get along with what exists rather than trying to outrage it. They need to stop thinking of themselves as epic heroes but as healers, working humbly to make specific places just a little better."

Bright spots. Examples of such humane architecture are to be found. Scully lauds Lower Manhattan's Battery Park City for responding to the existing configuration of skyscrapers and streets. He celebrates the work of Robert Venturi, designer of the new Sainsbury Wing at London's National Gallery, and Spaniard Ricardo Bofill, creator of mass housing projects for the "poorest of the poor" in France. Above all, he praises the work of Duany and Plater-Zyberk, with whom he is now teaching each spring at the University of Miami. Scully applauds their efforts to recover knowledge accumulated over

the centuries about how to make a town and insists that their communities provide perfect models for affordable housing. But he also predicts that without federal commitment to such housing, "they will remain heartbreaking images of what might have been."

Even in his pessimism about American architecture, however, Scully finds some cheer in the plurality of choice. "the million disguises" offered by the modern age. "There is not one solution for everything. You have to love diversity rather than be afraid of it. You have to go beyond concepts of perfection to the unaccountable richness of life. Towns, like human life, are complex, ambiguous, humane, ironic." So, too, is the generous vision of Vincent Scully.

BY MIRIAM HORN



OFFICE OF THE VICE PRESIDENT 02 JAN 14 P1:54
WASHINGTON

January 14, 1992

NOTE TO PHIL BRADY
ASSISTANT TO THE PRESIDENT AND
STAFF SECRETARY

FROM: BILL KRISTOL *BK/SS*
CHIEF OF STAFF

Not a bad idea.

717

THE AMERICAN SPECTATOR

2020 N. 14th St., P.O. Box 549, Arlington, Virginia 22216-0549
(703) 243-3733

9 January 1992

Mr. William Kristol
Office of the Vice President
Room 286, OE0B
Washington, DC 20501

Dear Bill:

As the standards of scholastic freedom and accomplishment fall victim to political correctness in the world of academe, my colleagues here at The American Spectator feel it is doubly important to recognize our distinguished men of letters. With this in mind, I would like to take this opportunity to nominate Mr. Jacques Barzun for the Presidential Medal of Freedom.

Since coming to the United States from his native France in 1920 at the age of 13, Mr. Barzun has established himself as one of the most distinguished American scholars of the twentieth century. After receiving his Ph.D. at Columbia University in 1932, he served on the faculty of his alma mater in a variety of capacities, retiring in 1975 from the institution as Professor of History emeritus. During that time he was one of the leading social science textbook authors in the business, and his Darwin, Marx, and Wagner (1941) and Classic, Romantic and Modern (1961) were standard texts for the time. He is also a student and master of the art of language, shown by his post as editor of the ubiquitous Follett's Modern American Usage (1966). He has remained influential in the field of literature since leaving Columbia, as literary advisor to Scribner's and Sons and as president of the American Academy and Institute of Arts and Letters (1972-75, 77-78). In 1955 he became a member of the Legion of Honor, for distinguished service to the country.

The University of Chicago Press has recently collected fifteen of his speeches and articles, culled from nearly forty years of rumination on the subject of American education, in a volume entitled Begin Here: The Forgotten Conditions of Teaching and Learning. As this retrospective of Mr. Barzun's illustrious career will attest to the scope of his scholarship, it is, in my opinion, a fitting time to award the man who has done so much for American intellectual thought the highest honor available to a civilian in this country.

Yours faithfully,

Bob

R. Emmett Tyrrell, Jr.

RET:gw

Editor-in-Chief
R. Emmett Tyrrell, Jr.
Publisher
Ronald E. Burr



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Personalities



Jane Fonda and Ted Turner pose for photographers after their wedding Saturday morning. They were married before 30 guests at Turner's estate near Tallahassee, Fla. At left is Fonda's son Troy Garrity, 18, who gave the bride away on her 54th birthday. It is the third marriage for each.

Camera-ready jazzman **Harry Connick Jr.** and his significant other, model **Jill Goodacre**, are officially engaged. They revealed the news last night on the television show "Entertainment Tonight," with Goodacre—known best for her modeling jobs for the upscale lingerie company Victoria's Secret—flashing a large diamond engagement ring. The world's most photogenic couple met two years ago poolside at L.A.'s Marquis Hotel, and have been followed by *paparazzi's* flashbulbs ever since.

Kitty Bayh's Pointed Pencils

What started out as a novelty stocking stuffer may turn out to be the collectible of the season. **Kitty Bayh**, wife of former senator **Birch Bayh**, had a batch of 100 pencils custom-printed with the words "I Believe Her." "I had them printed up after the **Clarence Thomas** hearings, not even thinking about the **William Kennedy Smith** trial," Bayh said. "I should have put 'I Believe Anita' on them." The white No. 2 pencils with gold lettering are proving versatile since Smith's acquittal on rape charges filed by **Patricia Bowman**. "I decided my friends could use it for whichever woman they believe," Kitty Bayh said. Bayh, a

former director of public relations at ABC News, passed out some at the 14th annual "Bah Humbug" luncheon for former and current ABC public relations executives, and said they were a hit. She says she has a few left for the stockings of friends but adds that there won't be a second printing.

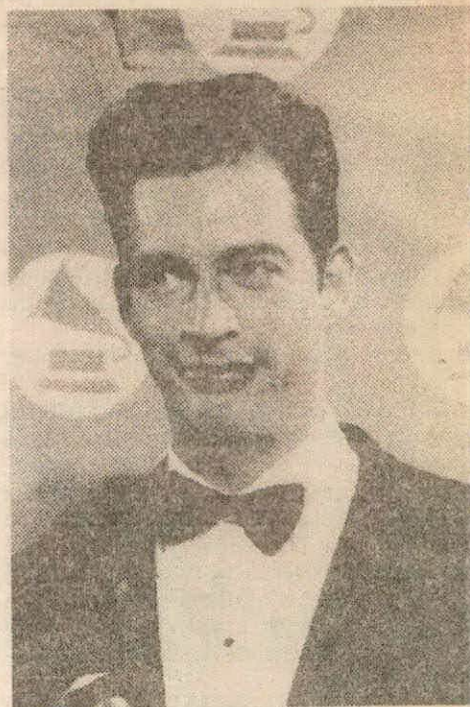
Martha Raye at Center of Suit

The daughter of **Martha Raye** is trying to have the 75-year-old entertainer, who has been weakened by a series of strokes, declared incompetent and wants a conservator appointed to manage her mother's affairs.

Raye's new, 42-year-old husband, **Mark Harris**, said yesterday the effort is financially motivated and will fail. Harris, who married Raye on Sept. 23, said his wife has long been estranged from her daughter and has disowned her.

Melody Condos, 47, daughter of the comedian-actress whose broad grin earned her the nickname "Big Mouth," sued for conservatorship over Raye's affairs Thursday in Los Angeles Superior Court.

Raye has suffered a series of strokes that have left her unable to get around by herself,



HARRY CONNICK JR.

but the strokes have had "no impact on her ability to function mentally," said her lawyer **Valerie Byer**.

Judge **Edward Ross** appointed a temporary conservator to handle Miss Raye's estate pending a Jan. 22 hearing on whether a permanent appointment should be made, Byer said.

An attorney for Condos said the daughter was acting solely out of concern for her mother's well-being and wasn't seeking personal control of her mother's assets.

Condos is Raye's daughter by the late **Nick Condos**, who was twice married to Raye and served as her longtime business adviser.

Sheena, Not Shining?

Pop singer **Sheena Easton** is getting not-so-rave reviews from drama critics for her role in a Broadway-bound revival of the musical "Man of La Mancha," costarring **Raul Julia**. "I think some people here would like to see me hung, drawn and quartered," the Scottish-born singer said. "Their attitude seems to be 'How dare you!' They resent me for even trying."

—Compiled from staff and wire reports by **Eric Brazeal**

PB

THE WHITE HOUSE
WASHINGTON

DATE:

12-4-91

FROM THE PRESIDENT

TO:

Brent cc John S.
cc: Kathy Super.

The more I think about it the more I like the idea of having the hostages (either all, or just those recently released) to the White house for a reception at which I would give the Medal of Freedom to Picco and DeCuellar.

To Picco for his work on hostages.
To DecUellar for hiostage work and his service to UN. over hte years.

We need to check iwth State Hiostage team to see if this has pitfalls.

we have had some of the hostages to the White house, so it might be best to just invuite those who have not been here...

Not sure of timing. please advise!!!

a7

PRESIDENTIAL AWARDS

Listed below are the civilian awards the President issues by law, Executive Order, or on his own initiative:

PRESIDENTIAL MEDAL OF FREEDOM: Originally established as the Medal of Freedom by President Truman by Executive Order 9586 of July 6, 1945, the Medal was re-established as the Presidential Medal of Freedom by President Kennedy by Executive Order 11085 of February 22, 1963. It is the highest civil award of our Government. It may be awarded only by the President of the United States to persons who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The Medal may be awarded to citizens of other nations and may be awarded posthumously.

The recipient receives a medal and a citation signed by the President.

PRESIDENTIAL CITIZENS MEDAL: Established by Executive Order 11494 of November 13, 1969, for the purpose of recognizing citizens of the United States who have performed exemplary deeds of service for their country or fellow citizens. This is generally recognized as the second highest award of our Government.

The recipient receives a medal and a citation signed by the President.

NATIONAL MEDAL OF SCIENCE: Established by P.L. 86-209 of August 25, 1959, as amended (42 U.S.C. 1881), to provide recognition to individuals who make outstanding contributions in the physical, biological, mathematical, engineering, behavioral, or social sciences.

Not more than twenty individuals shall be awarded the Medal in any one calendar year. The President's Committee on the National Medal of Science receive, on behalf of the President, the recommendations made by the National Academy of Sciences.

The recipient receives a medal and a citation signed by the President.

NATIONAL MEDAL OF TECHNOLOGY: Established by P.L. 96-480 of October 21, 1980, to provide recognition to individuals or companies for outstanding contributions to the promotion of technology or technological manpower for the improvement of the economic, environmental, or social well-being of the United States.

The Secretary of Commerce periodically recommends names to the President. There is no limit on the number that can be awarded each year. The recipient receives a medal and a citation signed by the President.

NATIONAL MEDAL OF ARTS: Established by P.L. 98-306 of May 31, 1984, to recognize individuals or groups that are deserving of special recognition by reason of their outstanding contributions to the excellence, growth, support, and availability of the arts in the United States.

Recommendations are provided to the President by the National Council on the Arts. Not more than 12 medals may be awarded in a calendar year.

The recipient receives a medal and a citation signed by the President.

NATIONAL SECURITY MEDAL: Established by Executive Order 10431 of January 19, 1953, for distinguished achievement or outstanding contribution of exceptionally meritorious service performed in a position of high responsibility or of an act of valor requiring personal courage of a high degree and complete disregard of personal safety in the field of intelligence relating to the national security. May be awarded to any person, without regard to nationality, including members of the armed forces of the U.S.

Recommendations are submitted to the Executive Secretary of the National Security Council.

The recipient receives a medal and a certificate signed by the President.

PRESIDENT'S FOREIGN AFFAIRS MEDAL: Established by P.L. 96-465 of October 17, 1980, under the heading "Foreign Service Awards." This medal is presented for performance in the course of or beyond the call of duty that involves distinguished, meritorious service to the Nation, including extraordinary valor in the face of danger to life or health.

By Executive Order 12293 of February 23, 1981, the President delegated authority to issue the medal to the Secretary of State. The recipient receives a medal and a citation signed by the Secretary of State, which reads "presented on behalf of the President." NOTE: Due to budget constraints, no medal has been struck.

PRESIDENT'S AWARD FOR DISTINGUISHED FEDERAL CIVILIAN SERVICE:

Established by Executive Order 10717 of June 27, 1957, as the highest honorary award for the recognition of distinguished service by career civilian officers and employees of the Federal Government.

The Director of the Office of Personnel Management transmits the recommendations to the President. Generally, not more than five awards shall be made in one year.

The recipient receives a medal and a citation signed by the President.

PRESIDENTIAL RANK AWARDS FOR THE SENIOR EXECUTIVE SERVICE -- RANK OF DISTINGUISHED EXECUTIVE AND RANK OF MERITORIOUS EXECUTIVE:

Established by P.L. 95-454 of October 13, 1978 (Civil Service Reform Act of 1978), to recognize career members of the Senior Executive Service for outstanding service.

The Office of Personnel Management reviews annually the candidates and forwards its recommendations to the President.

The number of appointees awarded the rank of Distinguished Executive for sustained extraordinary accomplishment may not exceed 1 percent of the SES. The recipient receives a \$20,000 stipend, and a certificate signed by the President.

The number of appointees awarded the rank of Meritorious Executive for sustained superior accomplishment may not exceed 5 percent of the SES. The recipient receives a \$10,000 stipend, and a certificate signed by the President.

SENIOR FOREIGN SERVICE PRESIDENTIAL AWARD -- DISTINGUISHED SERVICE AWARD AND MERITORIOUS SERVICE AWARD: Established by P.L. 96-465 of October 17, 1980 (Foreign Service Act of 1980), to recognize members of the Senior Foreign Service for having performed especially distinguished or meritorious service in the conduct of the foreign policy of the United States Government.

The Secretary of State annually recommends names to the President. These awards are parallel to the above-mentioned rank awards for the Senior Executive Service. The recipient of the Meritorious Service Award receives a \$10,000 stipend, and the Distinguished Service Award a \$20,000 stipend. Both receive a certificate signed by the President.

RONALD REAGAN AWARD FOR VOLUNTEER EXCELLENCE: Announced by the Director of the ACTION Agency during the President's Volunteer Action Awards Luncheon on June 10, 1988, following the presentation of the 1988 President's Volunteer Action Awards. President Reagan received the first-struck medallion, which was presented to him by Mr. Bobby Trimble, one of the first recipients of the President's Volunteer Action Award. President Reagan then presented the award to the first winner, "Mama" Williams, who was selected by VOLUNTEER the National Center, the ACTION Agency, and the White House Office of Private Sector Initiatives. The award, consisting of a gold-plated silver medallion, is presented annually to one of the President's Volunteer Action Award winners as "the individual who symbolizes the very best of volunteerism in our country." The winner is selected by the President.

PRESIDENT'S "E" AND "E STAR" AWARD AND PRESIDENT'S "E" CERTIFICATE OF SERVICE: Established by Executive Order 10978 of December 5, 1961, to recognize significant contributions by persons, firms, and organizations to the expansion of the export trade of the United States. The "E STAR" Award is given to "E" Award winners who continue their aggressive export-promotion activities and whose level of performance exceeds that for which the "E" Award was given.

The Secretary of Commerce makes final selections and is responsible for administering the program. The recipient of the "E" and "E STAR" awards receives a certificate, an "E" pennant, and "E" gold lapel pin. The recipient of the "E" Certificate of Service receives a certificate. The certificates are executed by the Secretary of Commerce in the name and by the authority of the President.

AGENCY AND PRESIDENTIAL CASH AWARDS TO FEDERAL EMPLOYEES: The Federal Incentive Awards Program was established by P.L. 83-763 of September 1, 1954, to motivate employees to increase productivity and creativity by rewarding those whose job performance is substantially above normal job requirements and whose adopted ideas benefit the Government.

An Agency head, with the approval of the Office of Personnel Management, may grant a cash award in excess of \$10,000, but not in excess of \$25,000. There is no limit to the President's authority to approve monetary awards (OPM recommends that Presidential awards normally not exceed \$25,000, for a maximum of \$50,000). The recipient also customarily receives a Presidential letter of congratulations.

The Director of the Office of Personnel Management recommends individuals to the President.

PRESIDENTIAL AWARD FOR COST SAVINGS DISCLOSURES -- Fraud, Waste, Mismanagement: Established by P.L. 97-35 of August 13, 1981, which provides that the President may pay a cash award of \$20,000 to any employee whose disclosure of fraud, waste, or mismanagement has resulted in substantial cost savings for the government.

Recommendations shall be made to the President by the Director of the Office of Management and Budget. No more than 50 awards shall be made in any fiscal year. No award under this authority may be made after September 30, 1990. As of January 5, 1990, this award has never been issued.

PRESIDENTIAL QUALITY AND MANAGEMENT IMPROVEMENT AWARDS AND LETTERS OF COMMENDATION: Originally established in 1970 as the Presidential Management Improvement Award and reestablished with the same title in 1984, was established with the new title in 1989, to recognize Federal civilian and military personnel for their ideas, inventions, and other achievements beyond job requirements that result in significant benefits to the Government, and for significant contributions to improvement in services to the public. To be eligible, the improvements must have resulted in verified tangible benefits of \$250,000 or more; or resulted in a significant improvement in the quality of Government services or products which, even though they cannot be measured in dollar terms, have corresponding value.

The Office of Personnel Management oversees the administration of these awards. Each department and agency shall administer this program within the framework of its Incentive Awards program.

The recipient of the award receives a plaque containing citation language and the President's signature. The finalists who are not selected for the award are presented with a Presidential letter of commendation.

PRESIDENTIAL AWARD FOR OUTSTANDING PRIVATE SECTOR INVOLVEMENT IN JOB TRAINING PROGRAMS: Established by P.L. 99-496 of October 16, 1986, to recognize individuals or organizations from the private sector for outstanding achievement in the job training partnership program.

The President may make such awards each year and shall establish selection procedures after consultation with the Secretary of Labor and the Governors of the States.

The recipient receives a plaque containing the President's signature and a letter of congratulations from the President.

ENRICO FERMI AWARD: Established by the Atomic Energy Act of 1954, as amended (42 U.S.C. 2187(b)(3)), to recognize individuals for any especially meritorious contribution to the development, use, or control of atomic energy.

The Secretary of Energy submits recommendations to the President. The recipient receives \$100,000, a gold medal, and a citation signed by the Secretary of Energy and the President. (In the case of 2 or more recipients, they share \$200,000.)

PAUL R. BOUCHER ANNUAL PUBLIC SERVICE AWARD: Established by the President's Council on Integrity and Efficiency in 1983 to encourage government employees to aspire to a very high standard of service to the United States. The award was conceived by the Inspector General community in memory of Paul Boucher, the Inspector General of the Small Business Administration, who was killed in an accident in July 1982. The Award recognizes individuals for outstanding performance in fighting fraud, waste, and abuse in government programs.

The program is administered by the Office of Management and Budget. The recipient receives a wooden plaque. The winner and runners-up receive letters of congratulations from the President.

PRESIDENTIAL END HUNGER AWARDS: Established in 1983 to honor U.S. citizens and institutions that have made significant contributions to the goal of a world without hunger.

The program is administered by AID. There are six categories: (1) Outstanding Individual Achievement, (2) Government/Legislative, (3) Celebrity, (4) Private Voluntary Organization/Cooperative, (5) Educator/Scientist, and (6) Corporate. AID submits the top recommendations, which are chosen by a panel of judges composed of leaders in the hunger community, to the President for approval.

The recipient receives a certificate signed by the President which is presented by AID in a ceremony each October in conjunction with World Food Day.

PRESIDENT'S AWARD FOR OUTSTANDING PUBLIC SAFETY SERVICE: Established by P.L. 93-498 of October 29, 1974, to recognize public safety officers for extraordinary valor in the line of duty or for outstanding contribution to public safety.

The Secretary of Commerce, Secretary of Defense, Attorney General, and the Director of the Federal Emergency Management Agency shall advise and assist the President in the selection.

The recipient receives a medal. No more than 12 awards shall be made during one calendar year. (Never issued by any President.)

PRESIDENTIAL AWARDS FOR EXCELLENCE IN MATHEMATICS AND SCIENCE

TEACHING: Initially announced by the President in a radio address from Camp David on March 12, 1983, as the Presidential Award for Excellence in Science and Mathematics Teaching, and subsequently authorized by P.L. 98-377 of August 11, 1984, as the Presidential Awards for Teaching Excellence in Mathematics and Science; reauthorized by P.L. 100-297 of April 28, 1988, as the Presidential Award for Teaching Excellence in Mathematics and Science and in Foreign Languages; and finally authorized by P.L. 100-570 of October 31, 1988, as the Presidential Awards for Excellence in Mathematics and Science Teaching.

Presented annually to no fewer than 108 kindergarten through grade 12 school teachers of mathematics and science who have demonstrated outstanding teaching ability in their field; selecting at least two teachers from each State; the District of Columbia; Puerto Rico; the Trust Territory of the Pacific Islands, the Northern Mariana Islands, and other commonwealths, territories, and possessions of the U.S.; and from the Department of Defense Dependents' School.

The recipient receives a certificate signed by the President. Additionally, the awards carry with them monetary grants. The program is administered by the National Science Foundation, and the contact office in the Executive Office of the President is the Office of Science and Technology Policy.

PRESIDENTIAL AWARDS FOR TEACHING EXCELLENCE IN FOREIGN LANGUAGES:

Initially authorized by P.L. 100-297 of April 28, 1988, as the Presidential Awards for Teaching Excellence in Mathematics and Science and in Foreign Languages. P.L. 100-570 of October 31, 1988, reauthorized the award as the Presidential Awards for Teaching Excellence in Foreign Languages.

Presented annually to 108 elementary and secondary school teachers of foreign languages who have demonstrated outstanding teaching ability in their field; selecting at least one elementary and one secondary teacher from each State; the District of Columbia; Puerto Rico; the Trust Territory of the Pacific Islands; the Northern Mariana Islands; and other commonwealths, territories, and possessions of the U.S.; and the Department of Defense Dependents' School.

The recipient receives a certificate signed by the President. Additionally, the award carries with it a monetary grant.

The program is administered by the Department of Education.

PRESIDENTIAL ACADEMIC FITNESS AWARD: Announced by the President on December 8, 1983, during a speech to the National Forum on Excellence in Education in Indianapolis, to recognize outstanding students, to provide a focal point for education, and invoke grass roots support behind education reforms.

The program is administered by the Department of Education. The student receives a colored pin and a certificate with printed facsimile signatures of the Secretary of Education and the President.

PRESIDENTIAL YOUNG INVESTIGATOR AWARD: Announced by the President's Science Advisor on February 17, 1984, to help universities attract and retain outstanding young PhDs who might otherwise pursue non-teaching careers in the competitive fields of engineering, computer science, and other fields of specialization supported by the National Science Foundation.

The program is administered by the National Science Foundation, and the recipient receives a combination of Federal and matching private funds for research and a certificate signed by the President.

AWARD FOR DESIGN EXCELLENCE: Announced in a memorandum from the President to the heads of executive departments and agencies of December 21, 1983, and again on October 16, 1987, to recognize individuals and organizations for their successful achievements in Federal design and to inspire standards of excellence throughout the Government. The program is scheduled to be conducted once every Presidential term.

The program is administered by the Federal Design Improvement Program, a special project of the National Endowment for the Arts. The recipient receives a certificate signed by the President.

COMMANDER-IN-CHIEF'S ANNUAL AWARD FOR INSTALLATION EXCELLENCE: Announced in a memorandum from the President of January 22, 1985, to the men and women of the Department of Defense to recognize the outstanding efforts of the people within each service who operate and maintain defense installations. There are four awards each year; one for each service.

The commander of the winning installation receives a Presidential letter of congratulations for the men and women of the winning installation.

MALCOLM BALDRIGE NATIONAL QUALITY AWARD: Established by P.L. 100-107 of August 20, 1987. The President or the Secretary of Commerce are authorized periodically to award companies and other organizations that have substantially benefited the economic or social well-being of the United States through improvements in the quality of their goods or services resulting from the effective practice of quality management in the following categories: (1) small business, (2) companies or their subsidiaries, and (3) companies that primarily provide services; or in other categories as determined by the Secretary.

The recipient receives a crystal statue encasing a medallion.

YOUNG AMERICAN MEDAL FOR BRAVERY AND YOUNG AMERICAN MEDAL FOR SERVICE: Established by an Act of Congress of August 3, 1950, for individuals 18 years of age and under for bravery and character. Such medals shall be presented personally by the President.

The Department of Justice regulates the issuance of the medals. Not more than four may be awarded in any calendar year; two for bravery and two for character. The recipient receives a medal and a certificate signed by the President.

SPECIAL CONGRESSIONAL GOLD MEDALS: Authorized in each instance by means of a bill passed by the Congress and signed into law by the President. The practice of awarding these medals dates to the very early history of the country. In 1776, George Washington was tendered such a medal expressing the thanks of the Congress for "conduct in the siege and acquisition of Boston." Recent recipients have included Danny Thomas, Elie Wiesel, Lady Bird Johnson, Aaron Copland, Avital and Anatoly Shcharansky, and Roy Wilkins (posthumously).

Presentation of the medal varies; most laws require presentation by the President, but others stipulate presentation by the Speaker of the House, the President pro tempore of the Senate, or others. The President may designate a Government official to make the presentation on his behalf.

It should be noted that on several occasions, the Congress has authorized issuance of silver or bronze medals.

The recipient receives a medal.

CONGRESSIONAL SPACE MEDAL OF HONOR: Established by P.L. 91-76 of September 29, 1969, to be awarded to those astronauts whose particular efforts and contributions to the welfare of the Nation and of mankind have been exceptionally meritorious.

The Administrator of NASA recommends the names of civilians to the President, and the Secretary of Defense recommends active duty members of the armed forces.

The recipient receives a medal.

PRESIDENTIAL AWARD FOR QUALITY AND PRODUCTIVITY IMPROVEMENT:

Established by President Reagan on April 26, 1988, in a decision memorandum from the Cabinet Secretary to recognize a department, agency, or major component of an agency that provides a high quality service that meets or exceeds the needs of its customers in a cost effective manner.

The recipient(s) are chosen by a three member committee composed of the following individuals: Assistant to the President for Economic and Domestic Affairs, Representative of the National Institute of Standards and Technology, Department of Commerce, the organization administering the Malcolm Baldrige Quality Award, and a Vice President or Director of Quality from a major private sector corporation.

The head of the winning agency or agency component receives on behalf of the employees of the agency a letter of congratulations from the President and a piece of cut glass etched with the Presidential Seal. A maximum of two awards can be presented each year.

PRESIDENT'S ENVIRONMENTAL YOUTH AWARDS: Initially established by Executive Order 11667 of April 19, 1972, as the President's Environmental Merit Awards Program to recognize students for individual or group projects that benefit the environment. This E.O. was revoked by E.O. 11948 of December 20, 1976; however, the program continued in 1977 under the name of the President's Environmental Youth Awards Program.

The program is administered by the Environmental Protection Agency. The recipient receives a certificate with a printed facsimile signature of the President.

PRESIDENT'S AWARD OF THE COMBINED FEDERAL CAMPAIGN: Established in 1982 to be given to those departments, agencies, and their major sub-units whose per-employee level of giving to the Combined Federal Campaign is \$75 or more.

The award is in the form of a plaque, and the program is administered by the National Capital Area of the Combined Federal Campaign.

PRESIDENT'S SAFETY AND HEALTH AWARD PROGRAM: Established in 1955 to recognize those Federal departments and agencies with the greatest improvement in the number of occupational injuries and illnesses occurring in the previous calendar year. The award was discontinued in 1977, but reinstituted in 1982 as an agency-administered program.

The award is in the form of a plaque, and the program is administered by the Secretary of Labor.

THE PRESIDENT'S TROPHY FOR THE DISABLED AMERICAN OF THE YEAR:

The President's Trophy was established in 1951, as America's highest honor given annually to an American with a disability for outstanding or unusual achievements in the world of work and significant contributions that increase public awareness of other Americans with a disability in the work force.

The Program is administered by the President's Committee on Employment of People with Disabilities. The President's Trophy is a sterling silver plaque bearing the President's signature mounted on a mahogany base. All finalists receive a "Distinguished Disabled American" certificate bearing a printed facsimile signature of the President.

NATIONAL SCIENCE SCHOLARS: The National Science Scholars Program was originally proposed by President Bush in his Budget Message to the Congress on February 2, 1989, and included in draft legislation transmitted to the Congress on April 5, 1989, entitled "The Educational Excellence Act of 1989". The Program was formally established by P.L. 101-589 of November 16, 1990, to recognize student excellence and achievement in the physical, life, and computer sciences, mathematics, and engineering, by providing financial assistance to students to continue their postsecondary education at an institution of higher education.

The President, after consultation with the Secretary of Education and the Director of the National Science Foundation, shall select two National Science Scholars for each academic year from each congressional district, at least one of whom shall be female. The President shall announce his decision prior to January 1st of each year. Presentation of the Scholarships may be made in a public ceremony.

ROBERT NOYCE SCHOLARSHIPS: The Robert Noyce Scholarships were established by P.L. 101-589 of November 16, 1990, to provide financial assistance to students in a baccalaureate degree program in physical, life, or computer sciences, mathematics, or engineering who are willing to commit themselves to teaching elementary or secondary school mathematics or science.

Award recipients shall be nominated from among applicants by a merit review panel appointed by the Secretary of Education and the Director of the National Science Foundation. The Panel shall submit its nominees to the President, who shall, after consultation with the Secretary, and the Director, award not more than 500 initial scholarships. The Secretary shall award additional scholarships to recipients of initial awards.

PRESIDENTIAL AWARDS FOR SERVICES: The award was established by P.L. 101-610 of November 16, 1990, for individuals, service programs, and teachers who perform outstanding examples of national and community service.

The President shall consult with the Governor of each state, and with the Board of Directors of the Commission on National and Community Service, in the selection of individuals and programs for Presidential Awards.

ENVIRONMENTAL EDUCATION AWARDS FOR TEACHERS: The Environmental Education Awards for Teachers Program was established by P.L. 101-619 of November 16, 1990, to recognize elementary and secondary education teachers and their local educational agencies who demonstrate excellence in advancing environmental education through innovative approaches.

The Chairman of the Council on Environmental Quality, on behalf of the President, is authorized to develop and administer the program.

SPECIAL AWARDS -- ESTABLISHED BY THE PRESIDENT: Awards in this category are created by the President on an individual basis. There are no laws or Executive orders regulating their issuance. They are used to grant presidential recognition to individuals or organizations for many worthwhile endeavors. Generally, they are presented to persons or organizations whose service to the Nation or fellow citizens is of an unusual nature, such as extraordinary achievement, sustained and outstanding public service, and particularly to persons for whom other categories of Presidential awards are not appropriate, such as the Presidential Medal of Freedom and the Presidential Citizens Medal.

The recipient receives a commendation/citation/certificate signed by the President, and in special cases a specially adapted medal and rosette may also be presented.

Examples are: Special Award for Exceptional Service to Joan M. Auten, a British citizen, for her 44 years of service at the U.S. Embassy in London; Presidential Public Safety Communication Award to Michael Jackson for his contribution to the National Campaign Against Teen-age Drunk Driving; Presidential Commendation for Exceptional Humanitarian Service to four individuals who rescued Vietnamese from drowning on the high seas; Presidential Citation to the Harlem Globetrotters for their service to the people of all countries; and Certificate of Appreciation to the Navajo Code Talkers for their dedicated service in World War II.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

December 12, 1991

REMARKS BY THE PRESIDENT
IN PRESENTATION OF MEDAL OF FREEDOM TO
U.N. SECRETARY GENERAL PEREZ DE CUELLAR
AND PRESIDENTIAL AWARD FOR EXCEPTIONAL SERVICE TO
ASSISTANT SECRETARY GENERAL GIANDOMENICO PICCO

The East Room

5:03 P.M. EST

THE PRESIDENT: We are so happy -- Barbara and I are so happy to be here for this very special pre-Christmas family occasion at the White House. The Vice President is here; and I salute him. Members of our Cabinet: Secretary of State; Secretary Mosbacher; Secretary of Labor; Tom Pickering, our able Ambassador at the U.N. And we all were just dying to come.

We're joined also by two gentlemen who represent the highest in humanitarian ideals. And I'm talking, of course, about Javier Perez de Cuellar, the Secretary General of the United Nations; and the Assistant Secretary General Giani Picco, who is right here. Let me also welcome to the White House the friends and the families of five special men returned to freedom. Finally, to Thomas Sutherland, Alann Steen, Jesse Turner, Joseph Cicippio and Terry Anderson, let me simply say on behalf of our entire country, welcome home. (Applause.)

All over America people waited for the day your long ordeal would end. And all over America we share your joy and we thank God that you are free.

Nothing says it better than, I think, the sign in Norristown, Pennsylvania, in Thomas Cicippio's front yard. For five long years that sign served as a constant reminder, with the name of each hostage and a number counting each cruel day of captivity. And then, one by one, the numbers gave way to a sign marked "Freed." And finally, just nine days ago, came the moment the Cicippio family prayed for. And over Joseph's name, they nailed not another number but a sign that read: "Free at last." And that said a lot for all of us.

And all of you have survived an act of unspeakable, uncivilized cruelty. Hostage-taking is hell on a human scale, not just for the innocents held captive, but for the families, for the families that they left behind. And no power on Earth can give back the years that you've lost. And yet no one can take from you the strength of the spirit that sustained you.

The world is now learning the horrors that you endured. But we're learning as well -- and this is the good news -- the story of your survival; the miracle that you fashioned from the hope your captors could not take away.

We know now you used the language of the deaf to communicate from cell to cell to speak to one another in silence; how you managed to learn from one another, laugh with one another, help each other sustain a stubborn dignity. And you demonstrated each day in captivity a defiant faith. You believed in your country and your families and your colleagues and yourselves. And you knew that one day you would go free.

MORE

Your triumph shines new light on a simple truth: The days and years apart burn away the trivial things we once thought had value to reveal what truly matters in life -- family, faith, hope, and love. And seeing freedom through your eyes even for a moment frees us from the petty concerns that so often hold us hostage and distract us from life's larger joys, larger meaning.

The families here today are whole again. But for others the ordeal is not over -- for two German citizens and their families, for the families of two courageous Americans whose duty sent them to Lebanon and who died at the hands of their captors. In the name of the civilized values that we hold dear, I call on those responsible for these crimes, free Heinrich Struebig and Thomas Kemptner and return the remains of Rich Higgins and William Buckley and let the families of these innocent men find peace.

The truth is clear. Hostage-taking has failed. From the beginning in Tehran in 1979, hostage-takers sought to exploit our system's reverence for the individual. They sought to exploit that as a weakness. And your captors believed hostage-taking would tie our hands, and they were wrong. We remained determined to defend American interests in international principles in the Middle East. Through Desert Shield and Desert Storm we stood fast against aggression, and we showed the world that terrorism in all its forms can't succeed. And in the end, the hostage-takers did more damage to their cause than they did to America's resolve; certainly than they did to your resolve. And in the end, each hostage-taking, each heartless act against innocence announced to the world the inhumanity of the captors.

Tom Sutherland and Terry Anderson, you were right when you said no to negotiating with hostage-takers. This administration has followed a no-negotiation policy since the beginning. Bargaining serves only to make a currency of human lives and leads to more of the evil that it seeks to end. I am convinced that this course remains the world's best hope that no more innocent men and women will meet your fate; that no family will ever again be forced to endure your years in agony.

This policy was not without risk. Sticking with it wasn't easy, especially for a country that cares so deeply about every American held against his will. That we've learned that it works. It helped end the agony and I like to feel that it helped bring you home.

Yes, America did its part. Many men and women in this country and around the world, most of whom you'll never meet, worked to secure your freedom. And today, we want to go on. So many of the family members sitting behind you all and aside of you did their part, and boy, did they do it well. And it wasn't just spouses, it was sisters and brothers and plenty of others I might single out here.

But there are others as well. And today we want to recognize the selfless efforts of one man who, at great personal risk, helped bring you to freedom. And I might say parenthetically that one of the first words I heard from Terry Anderson was the suggestion that we honor the man we're about to honor, and the other one as well.

In his years as Special Envoy at the United Nations, Assistant Secretary General Giani Picco has sought always to serve peace and to resolve conflict. Today for his efforts in winning the freedom of our hostages, we honor Mr. Picco with the Presidential Award for Exceptional Service.

Would you come up here, please, sir? (Applause.) Very proud to have you here.

I will ask the Major to read the citation please. Please be seated.

(The citation is read.)

"The United States honors Mr. Picco in recognition of his distinguished role in facilitating the release of hostages held in Lebanon. His skillful diplomacy with Middle Eastern governments and officials and representatives of the hostage holders has resulted in freedom for many individuals held in the region outside the due process of law, including six Americans.

His personal courage in the face of danger and his dedication to the mission represent the best tradition of international civil service."

(Applause.)

THE PRESIDENT: We also honor the man who made your release his personal responsibility, a man whose life work in service to humanitarian ideals has won him honor the world over -- Javier Perez de Cuellar. (Laughter.)

Before asking the Major to read the citation let me just say this: He made peace among all nations his mission. He's taken the principles of the United Nations Charter as a personal code.

He was present at the creation as a delegate to the first General Assembly of the United Nations back in 1946. And we first met in 1971 when each of us received the singular honor of serving our countries as Permanent Representative to the United Nations.

My distinguished colleague went on to represent Peru in the Security Council, and then, of course, as we all know, for the past 10 years he has served the cause of world peace as Secretary General.

His tenure has marked the rebirth -- literally, the rebirth of the United Nations; its emergence as a force for peace. Cooperation now replaces Cold War conflict. And across the globe the U.N. now leads the international effort to resolve conflicts that have caused so much suffering. Peacekeeping missions have proliferated. Eleven are underway right now; five begun in the past year alone.

And, Mr. Secretary General, I am personally grateful to you for your strong stand against Iraq's assault on Kuwait, your tireless work to sustain the coalition. In large part because of your leadership, the United Nations now stands closer to its founding ideal than at any time in history.

And today then we honor this architect of peace, a man we are all proud to call friend -- that Barbara and I especially treasure the friendship for the Perez de Cuellar. Mr. Secretary-General, with great pride I now present to you the highest civilian honor this country can bestow, the Medal of Freedom. And I will ask the major to read the citation.

(The citation is read.)

"Javier Perez de Cuellar. For 10 years of exceptionally distinguished service as Secretary General of the United Nations, Javier Perez de Cuellar presided over the rebirth of that institution. With wisdom, vision, diplomacy and skill, he forged a

U.N. where cooperation in reaching common goals is replacing rhetoric and division.

His tireless dedication to conflict resolution, and economic and social concerns has contributed to a better world and ensured a strengthened U.N. more capable than ever of fulfilling its Charter.

His service has been marked by a singular devotion to humanitarian interests, including the life, security and safety of individual people throughout the world.

The United States honors a servant of humankind who has advanced the cause of freedom and hope."

THE PRESIDENT: Congratulations. (Applause.)

THE SECRETARY GENERAL: Mr. President, Mrs. Bush, Excellencies, ladies and gentlemen, it is a tremendous honor for me to receive the Medal of Freedom, an award that I shall value all the more highly because it has been given to me by my old and very dear friend, President Bush.

In my view, it is really more appropriate that this tribute should be paid to the United Nations as a whole rather than to me personally. Today, as never before, the organization is being called upon to fulfill the responsibility entrusted to it by its founding fathers nearly half a century ago. The circumstances in the international arena that have made it possible for the United Nations to carry out this role are deeply gratifying. And much credit is due to President Bush himself, who has a profound understanding of the organization and its goals.

Mr President, it gives me special pleasure to attend this ceremony after having been greeted by a group of brave and wonderful men who, at this moment, understand more fully than we possibly can the true meaning of freedom. That these former American hostages have, at long last, been reunited with their loved ones and especially during this holiday season makes the efforts that I and my efficient and loyal assistant, Mr. Giandomenico Picco, have undertaken these many months all the more worthwhile.

At the same time, Mr. President, I cannot but mention with sorrow an American who was kidnapped while serving the United Nations -- namely, Colonel William R. Higgins -- who was, at the time of his abduction, chief of a peacekeeping observer group in South Lebanon. It is tragic that the lives of this innocent man was lost. I am doing everything possible to see to it that his body is returned promptly to his family.

As I prepare to leave office, I would like, once again, to thank President Bush for the cooperation and support he has extended to me as Secretary General, and to the United Nations more widely; and particularly in helping to ensure that the United Nations may fulfill the enormous expectations that today exist for greater peace, stability and respect, for human rights to all the world.

Thank you, Mr. President. (Applause.)

THE PRESIDENT: I know some of us are going over to light America's Christmas Tree across the way, but Barbara and I just have to say hello to the families. So what we'll suggest is, we'll go out here in the hall and you all come wandering out -- you've got to do that; that's mandatory. You have to say hello to us. And then, please take your families and browse through this winter wonderland. The work on all these decorations was done by volunteers from all over this country, and I think you'll feel, as we do, that the White House is blessed by this wonderful dedication and the gift from the American people.

- 5 -

So it's a fitting time that you all are here. And I think we'll just wander on out now and ask you to come, and please, all of you just come by and say hello -- we'd love that. (Applause.)

END

5:19 P.M. EST

PRESIDENTIAL AWARDS

Listed below are the civilian awards the President issues by law, Executive Order, or on his own initiative:

PRESIDENTIAL MEDAL OF FREEDOM: Originally established as the Medal of Freedom by President Truman by Executive Order 9586 of July 6, 1945, the Medal was re-established as the Presidential Medal of Freedom by President Kennedy by Executive Order 11085 of February 22, 1963. It is the highest civil award of our Government. It may be awarded only by the President of the United States to persons who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The Medal may be awarded to citizens of other nations and may be awarded posthumously.

The recipient receives a medal and a citation signed by the President.

PRESIDENTIAL CITIZENS MEDAL: Established by Executive Order 11494 of November 13, 1969, for the purpose of recognizing citizens of the United States who have performed exemplary deeds of service for their country or fellow citizens. This is generally recognized as the second highest award of our Government.

The recipient receives a medal and a citation signed by the President.

NATIONAL MEDAL OF SCIENCE: Established by P.L. 86-209 of August 25, 1959, as amended (42 U.S.C. 1881), to provide recognition to individuals who make outstanding contributions in the physical, biological, mathematical, engineering, behavioral, or social sciences.

Not more than twenty individuals shall be awarded the Medal in any one calendar year. The President's Committee on the National Medal of Science receive, on behalf of the President, the recommendations made by the National Academy of Sciences.

The recipient receives a medal and a citation signed by the President.

DRAFT

December 4, 1991

MEMORANDUM FOR BILL SITTMANN

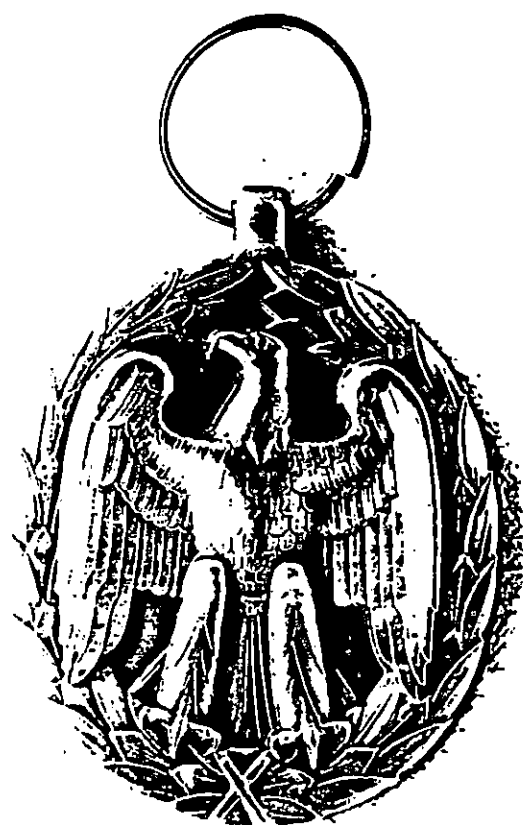
FROM: PHIL BRADY

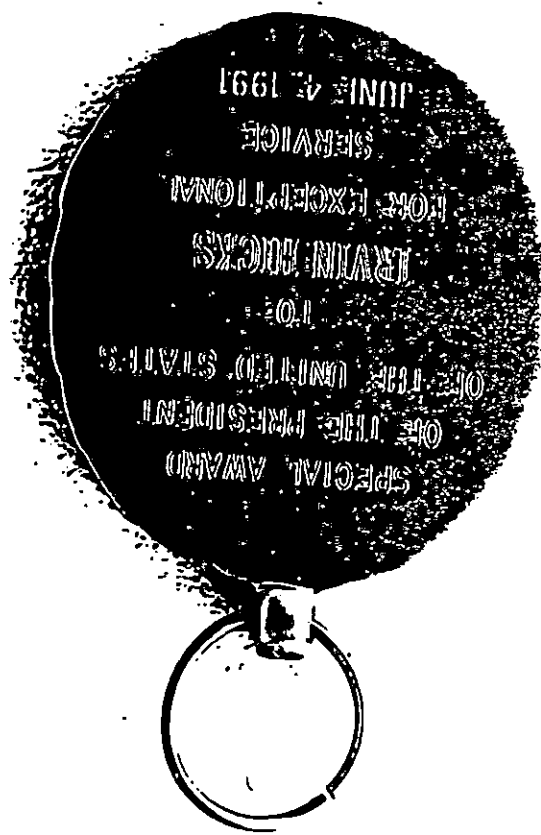
With regard to the awarding of medals to the second level of recipients, I would recommend the President's Special Award for Exceptional Service.

This award is issued by the President on an individual basis and on his own initiative. There are no laws or Executive orders regulating its issuance. Generally, the award is presented to persons whose service is of an unusual nature, such as extraordinary achievement, or sustained and outstanding service.

Past recipients are:

Name	Date Awarded
Irwin Hicks, Deputy Secretary of State, for his role in the departure of Jews from Ethiopia	6/4/91
Robert Frasure, Director for African Affairs, NSC, for his role in the departure of Jews from Ethiopia	6/4/91
Robert Houdek, Charge d'Affairs, U.S. Embassy, Addis Ababa, Ethiopia, for his role in the departure of Jews from Ethiopia	6/4/91
Fernando Manfredo, a citizen of Panama, Deputy Administrator of the Panama Canal Commission, for his ten years of service as Deputy Administrator	1/17/91
General Dennis P. McAuliffe, Administrator of the Panama Canal Commission, for ten years of service as Administrator	1/17/90
Maurice Lipton, for thirty years of dedicated Federal service to the United States	1/22/87
Joan M. Auten, a citizen of Great Britain for over forty years of dedicated service at the U.S. Embassy in London.	6/10/84







The President of the United States of America

presents this

Special Award for Exceptional Service

to

ROBERT C. FRASURE

Director for African Affairs at the National Security Council

In recognition of his distinguished role in facilitating the departure of thousands of Jews from Ethiopia. During the final days of the Mengistu regime in Ethiopia, Director Frasure accompanied Senator Rudy Boschwitz on an urgent Presidential mission to Addis Ababa. The agreements they produced made possible a massive airlift of the Falashas w safety in Israel.

A handwritten signature in dark ink, appearing to read "G. Bush".

The White House,

Washington, D.C., June 4, 1991

WALL STREET JOURNAL

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MONDAY, NOVEMBER 18, 1991

WHITE OAK, MARYLAND

A Great Man—and a Great Idea

By JULIANA GERAN PILON

When the Medal of Freedom is awarded today by President Bush to Friedrich Hayek, winner of a 1974 Nobel Prize in economics, the U.S. will be honoring a man who more than any other inspired the principal architects of privatization and reform in Central and Eastern Europe.

Prof. Hayek is the author of numerous works, many of them written during his years at the University of Chicago from 1950 to 1962, but the most popular was a slim text entitled "The Road to Serfdom." First published in the spring of 1944, it became a huge success, especially after it was condensed and reprinted by the Reader's Digest. The book's Czech translator, Tomas Jezek, who had prepared at considerable personal risk an underground edition in the 1970s, states in his preface to the current edition: "If the ideologists of socialism would single out the one book that ought to be locked at any price and should be strictly forbidden, its dissemination and lecture carrying the most severe punishment, they would surely point to 'The Road to Serfdom.'" Today, Mr. Jezek is the minister in charge of privatization.

Mr. Jezek's childhood friend Vaclav Klaus, Czechoslovakia's Minister of Finance, has become one of the most dynamic—and personally popular—proponents of change in Eastern Europe. Says Mr. Klaus: "One of the most important lessons to be learned from Hayek is that all rights, economic and political, are intrinsically connected."

In Poland too Prof. Hayek's disciples

have reached top leadership positions. Janusz Lewandowski, a former professor of economics who is now the minister for ownership changes, first discovered Prof. Hayek in the early 1970s, an experience he describes as "a revelation." "I was looking for something that would make it possible to state clearly the underlying values and the institutions that make up a free society."

There are other important Hayekians in Poland. In addition to the group of economists who gathered around Mr. Lewandowski at the University of Gdansk, the fire of the Austrian economist's arguments reached Cracow through the late Catholic free marketer Miroslav Dzielski, who founded the Cracow Industrial Society. Dzielski saw in Prof. Hayek's work a powerful moral basis for capitalism. KIS now has a sizable following, and many of its members are involved in privatization and the creation of a new independent bank.

To Jozsef Szajer, the young founder of FIDESZ, the Alliance of Young Democrats, in Hungary, "The Road to Serfdom" was a practical political blueprint. The book presented "a very clear picture of how a democracy can be run." He regards



Friedrich Hayek

the book not so much a philosophical argument as "a justification for what has happened in Hungary"—that is, an explanation of the movement toward freedom and away from central planning. Mr. Szajer, a professor of constitutional law, ran against Imre Pozsgay—the charismatic reformed communist who expected to become Hungary's first post-communist president—and spectacularly defeated him to win a seat in Parliament. With 30% popular support, FIDESZ today is by far the strongest political party in Hungary.

Fellow Hungarian parliamentarian Gáspár Miklós Tamas, whose preface to the first Hungarian edition of "The Road to Serfdom" is about to introduce thousands of other Hungarians to Prof. Hayek, says that in the early 1980s he came to realize through this little book that "Nazism and socialism have the same roots." That is when Mr. Tamas was finally able to say that he "could not be a leftist in any way." "I had always been a libertarian, with a strong commitment to individual liberty. After Hayek, I really understood why." What is more, he realized that the West had also gone wrong: "We had no illusions," says Mr. Tamas.

In Bulgaria, economist Oganian Pishev—now the ambassador to the U.S.—read Prof. Hayek more than a decade ago, in English. "We waited for a long time, until the time was ripe." It is now ripe for Bulgaria—and Mr. Pishev and other Hayekians are building a courageous privatization program for their ravaged country.

Even in Romania, "The Road to Serf-

dom" is about to be published by the former official publishing house, Humanitas. Shortly after the bloody revolution of December 1989, an economics professor named Mircea Cosea organized a seminar on Hayek in Bucharest. Having heard of the Austrian economist's ideas, Mr. Cosea had asked someone to bring him a copy of "The Road to Serfdom" from Switzerland in 1988. The reading had to be done in great secrecy—glasnost never having come to Romania. What struck him was "the clarity of demonstration that socialism is inefficient, that individual ownership of private property is essential in creating a system of incentives."

A year ago, Mr. Cosea was named Minister of Forecasting. He and another colleague from the Academy of Economic Sciences, professor Daniel Daianu, founded the Romanian Institute for Free Enterprise. Mr. Daianu says that his discovery of Prof. Hayek took place in the 1970s at the home of an elderly professor of marketing: "I became a Hayekian then." The message that struck him was that "innovation and discovery cannot take place centrally; stimulants must exist throughout the society. The fall of Eastern Europe is proof positive that Hayek was right. Hayek had predicted what would happen."

Does Prof. Hayek realize it? With typical modesty, he finds it hard to believe, and credits not himself but the philosophical movement that he represents. In a recent letter to Ed Crane, president of Washington's Cato Institute, the 92-year-old Hayek expressed great satisfaction at what he called "the ultimate victory of our side in the long dispute of the principles of the free market," adding that he had "hardly expected to live to experience this."

Nor did we, professor, nor did we.

Mrs. Pilon is writing a book about nations in Eastern Europe.

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

November 18, 1991

The President today awarded the Presidential Medal of Freedom to the following individuals. The texts of the accompanying citations read as follows:

William F. Buckley, Jr.

"William F. Buckley, Jr. has long served this Nation as a prolific author and as a thoughtful and insightful commentator on public affairs. His columns, books, novels, and television programs have enlightened and entertained millions with a style marked by grace, an irrepressible wit, and vibrant energy. The magazine he founded, National Review, is one of America's leading journals of opinion and has greatly contributed to the intellectual foundation of the American conservative movement. The United States honors a man who has given much to this country, a tireless worker in the vineyards of liberty."

Luis A. Ferré

"Luis A. Ferré has led the people of Puerto Rico as a dedicated public servant, visionary industrialist, and patron of the arts. Over the course of his life, Luis Ferré has been involved in the family business, newspaper publishing, and university development. He also built and donated Ponce's Museum of Art and free public library. Later, the people of Puerto Rico elected him, the founder and head of the New Progressive Party, their Governor. Luis Ferré equates business success with social responsibility and describes himself as 'revolutionary in my ideas, liberal in my objectives, and conservative in my methods.' The United States honors one of our pioneers of freedom."

more

Betty Ford

"Betty Ford has championed many causes, both as a First Lady and a leading citizen of this land. Even while she served as a full partner to her husband throughout his years in Congress and the White House, she provided selfless, strong, and refreshing leadership on a number of issues, particularly drug and alcohol dependency. Her courage and candor have inspired millions of Americans to restore their health, protect their dignity, and shape full lives for themselves. The United States honors a generous citizen, a creative spirit, a valiant woman who has struggled for the dignity essential for true freedom."

Hanna Holborn Gray

"As historian and humanist, teacher and university leader, Hanna Holborn Gray has assured that young generations learn the fundamentals of our civilization -- truths that never bend to fashion. In the highest ranks of academic leadership, she has strengthened Yale University and the University of Chicago and ensured that they remain among the world's great teaching and research universities. The United States honors Hanna Gray for devoting her abundant talent and energy to the causes of excellence, truth, and freedom."

Thomas P. O'Neill, Jr.

"In his 50 years of public service, Thomas P. O'Neill, Jr. was not just a man of the House of Representatives; he was a man for the American people. Inheriting the public service tradition from his father, Tip O'Neill had an uncanny ability to understand people and politics. He won 25 consecutive elections, rising to become Speaker of both the Massachusetts and United States House of Representatives while always maintaining his humor, humility, and touch with the people he served. He said, 'All politics is local,' but he demonstrated that faithful service to the people also well serves the Nation. The United States honors this distinguished legislator for his leadership, amity, good humor, and commitment to service and freedom."

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The Reverend Leon Howard Sullivan

"The Reverend Leon Sullivan, a civil rights leader and pastor emeritus of the Zion Baptist Church in Philadelphia, has devoted his life to the causes of liberty and justice. Reverend Sullivan founded the Opportunities Industrialization Centers of America, one of the largest and most prestigious job training organizations in the world. He later founded the International Foundation for Education and Self-Help. In 1971, Leon Sullivan was elected to the Board of Directors of General Motors, becoming the first black American to participate in the direction of a U.S. auto company. America honors this man of principle, who in word and example has shown so many people the way to freedom."

Russell E. Train

"As Chairman of the World Wildlife Fund, Russell E. Train has devoted himself to protecting our precious natural heritage. He has served the Nation as Administrator of the Environmental Protection Agency, as the first Chairman of the President's Council on Environmental Quality, and as Under Secretary of the Interior. Over the years, he has helped shape society's growing environmental awareness into sound policy. America honors an ardent conservationist, whose efforts help preserve Nature's treasures in this country and around the world."

Professor Friedrich August von Hayek

"Friedrich August von Hayek has done more than any thinker of our age to explore the promise and contours of liberty. He grew up in the shadow of Hitler's tyranny and devoted himself at an early age to the nurture of institutions that preserve and expand freedom, the lifeblood of a full life. The Road to Serfdom still thrills readers everywhere, and his subsequent works inspire people throughout the world because they possess the vigor and feel of real life -- not just the hollow ring of abstract theory. Professor von Hayek has revolutionized the world's intellectual and political life. Future generations will read his works with the same sense of discovery and awe that inspire us today."

more

Vernon A. Walters

"As a soldier and statesman, General Vernon Walters has made service to his country his life's work. He served six Presidents with distinction during a half century of kaleidoscopic change, from World War II through the long Cold War to the fall of the Berlin Wall. He has served on the battlefields of Europe and in the councils of NATO, at the UN and CIA, as Ambassador and aide to Presidents. This extraordinary adventurer and intellectual has offered his diplomatic, linguistic, and tactical skills to the cause of world peace and individual liberty. America honors this steadfast defender of our interests and ideals, this true champion of freedom."

Theodore Samuel Williams

"Theodore Samuel Williams -- Ted Williams, the 'Splendid Splinter' -- is perhaps the greatest hitter of all time. Williams made it look easy. He won six batting titles, blasted 521 home runs, and half a century ago amazed America by becoming the last man to bat over .400. He also gallantly served his country in two wars and retired from baseball as only a hero could -- with a home run in his final at bat. A conservationist, avid fisherman, and baseball Hall of Famer, Ted Williams is a living legend."

#

**MEDAL OF FREEDOM AWARDS CEREMONY \ THE EAST ROOM
MONDAY, NOVEMBER 18, 1991 \ 11:45 A.M.**

THANK YOU. I'D LIKE TO WELCOME PRESIDENT FORD; ^{9/14/91 10:29}
MEMBERS OF THE CABINET; AND FAMILIES OF THE RECIPIENTS
TO THE WHITE HOUSE. IT IS A SPECIAL HONOR TO HAVE THE
PRIVILEGE OF PRESENTING THE NATION'S HIGHEST CIVILIAN
AWARD, THE PRESIDENTIAL MEDAL OF FREEDOM.

SINCE THE FIRST PRESIDENTIAL MEDAL RECIPIENTS WERE
CHOSEN BY PRESIDENT JOHN KENNEDY IN 1963, SOME OF THE
WORLD'S MOST NOTABLE INDIVIDUALS HAVE BEEN HONORED.

- 2 -

IN THIS ADMINISTRATION ALONE, THE MEDAL HAS BEEN
AWARDED TO WAR HEROES LIKE GENERALS JIMMY DOOLITTLE AND
NORMAN SCHWARZKOPF; DIPLOMATS AND PUBLIC SERVANTS LIKE
JIM BAKER, MARGARET CHASE SMITH AND DOUGLAS DILLON;
WORLD-FAMOUS ENTERTAINERS SUCH AS LUCILLE BALL, AND,
JUST LAST YEAR, A WORLD LEADER OF ENORMOUS
CONSEQUENCE -- FORMER PRIME MINISTER MARGARET THATCHER.

EACH OF THESE EXTRAORDINARY INDIVIDUALS WERE PIONEERS IN THEIR OWN RIGHT, EACH A MONUMENT TO INDIVIDUAL ACHIEVEMENT. I'LL NEVER FORGET THAT NOVEMBER NIGHT TWO YEARS AGO WHEN LECH WALESIA ACCEPTED HIS MEDAL RIGHT HERE IN THIS ROOM -- SAYING THAT NOW, ONE OF THE GREATEST DREAMS OF HIS LIFE HAD BEEN FULFILLED, BECAUSE THIS MEDAL STOOD FOR THE FREEDOM OF A NATION AND THE FREEDOM OF MANKIND.

TODAY, WE RECOGNIZE TEN MEN AND WOMEN WHO HAVE ENRICHED THIS NATION -- WHETHER AS LEADERS OF POPULAR MOVEMENTS, AS FRIENDS OF THE COMMON MAN, OR AS INTELLECTUAL GIANTS. THEIR ACHIEVEMENT AND DEDICATION ARE UNPARALLELED IN AMERICA, AND THEIR STANDARDS OF EXCELLENCE ARE JUST AS TOWERING AS THEIR COMMITMENT TO THE IDEAL OF FREEDOM. //

AUTHOR BILL BUCKLEY IS THE CELEBRATED FOUNDER OF ONE OF THE LARGEST JOURNALS OF OPINION IN AMERICA. A PREEMINENT INTELLECTUAL IN THE AMERICAN CONSERVATIVE MOVEMENT AND A DISTINGUISHED AUTHOR, BILL BUCKLEY RAISED THE LEVEL OF POLITICAL DEBATE IN THIS COUNTRY -- AND OUR NATION IS BETTER FOR IT. A TRUE "RENAISSANCE MAN," WE HONOR HIM TODAY FOR A LIFETIME OF ACHIEVEMENT IN AMERICAN POLITICAL AND SOCIAL THOUGHT.//

CLERGYMAN AND CIVIL RIGHTS LEADER REVEREND LEON SULLIVAN HAS BEEN A VOICE OF REASON THROUGHOUT THE LATTER HALF OF THIS CENTURY. A VIGOROUS PROPONENT OF EQUAL RIGHTS FOR ALL, REVEREND SULLIVAN FOUNDED THE OPPORTUNITIES INDUSTRIALIZATION CENTERS, ONE OF THE WORLD'S LARGEST SELF-HELP AND JOB TRAINING FACILITIES. MORE RECENTLY, HE HAS WORKED HARD TO DEVELOP CLOSER TIES BETWEEN THIS COUNTRY AND AFRICA.

REVEREND, WE SALUTE YOUR LEADERSHIP IN ONE OF THE GREAT
MOVEMENTS OF OUR TIME, HERE AND THROUGHOUT THE WORLD:
EQUAL RIGHTS UNDER LAW. //

CONSERVATIONIST RUSSELL TRAIN HAS DEVOTED HIS LIFE
TO THE PROTECTION AND CONSERVATION OF OUR LAND AND
WILDLIFE, SERVING BOTH IN PRIVATE ENVIRONMENTAL GROUPS
AND IN THE FEDERAL GOVERNMENT.

I'VE OFTEN REFERRED TO PRESIDENT THEODORE ROOSEVELT'S
IDEA THAT WE DON'T INHERIT THE ENVIRONMENT FROM OUR
PARENTS SO MUCH AS BORROW IT FROM OUR CHILDREN. FOR
THE LEGACY YOU ARE HELPING US LEAVE TO THE CHILDREN OF
AMERICA, SIR, WE THANK YOU.//

BASEBALL GREAT TED WILLIAMS IS AN AMERICAN LEGEND
-- A REMARKABLE FIGURE IN AMERICAN SPORTS AND A TWICE-
TESTED WAR HERO.

AT THE HEIGHT OF HIS ATHLETIC CAREER, HE ANSWERED THE CALL OF PATRIOTISM -- SERVING HIS COUNTRY IN BOTH WORLD WAR II AND KOREA. A TRUE CHAMPION IN THE EYES OF MANY AMERICANS, AN AUTHOR WROTE OF HIS RETIREMENT FROM BASEBALL: "AND NOW BOSTON KNOWS HOW ENGLAND FELT WHEN IT LOST INDIA." TED, CONGRATULATIONS. //

FORMER FIRST LADY BETTY FORD FIRST INSPIRED OUR NATION WHEN, FIGHTING HER OWN BATTLE AGAINST BREAST CANCER, SHE DREW NATIONAL ATTENTION TO THE IMPORTANCE OF EARLY DETECTION. LATER, AS PRESIDENT OF THE BETTY FORD CENTER, SHE RESTORED HOPE AND DIGNITY TO THOSE LOST IN THE DESPERATION OF DRUG AND ALCOHOL DEPENDENCY. MRS. FORD, YOUR COMPASSION AND CARING HAVE SHOWN MILLIONS THE WAY TO NEW LIVES OF FREEDOM. //

FORMER SPEAKER OF THE HOUSE TIP O'NEILL IS A LEGENDARY FIGURE IN AMERICAN POLITICS, BLESSED WITH THE COMMON TOUCH LIKE FEW OTHERS. OVER FIFTY YEARS AGO, TIP ENTERED THE ROUGH-AND-TUMBLE OF MASSACHUSETTS POLITICS AND SOON BECAME THE BAY STATE'S FIRST DEMOCRATIC SPEAKER. THROUGHOUT 34 YEARS AS A MEMBER OF CONGRESS AND A DECADE AS SPEAKER OF THE HOUSE, TIP O'NEILL BUILT ONE OF THE MOST REMARKABLE POLITICAL CAREERS OF THIS CENTURY.

TIP, YOU WERE A TOUGH PARTISAN -- BUT ABOVE ALL, YOU ARE A TRUE PATRIOT. CONGRATULATIONS.//

FORMER PUERTO RICO GOVERNOR DON LUIS FERRE IS KNOWN AS THE GRAND OLD MAN OF PUERTO RICO, BELOVED BY HIS PEOPLE AS A PATRON OF THE ARTS, A SAVVY BUSINESSMAN AND A PUBLIC SERVANT OF THE FIRST ORDER. DON LUIS IS A LIFELONG ADVOCATE OF STATEHOOD FOR PUERTO RICO. SIR, WE HONOR YOU TODAY AS AN EXTRAORDINARY LEADER IN THE LIFE OF PUERTO RICO. //

HISTORIAN AND HUMANIST HANNA HOLBORN GRAY IS A WORLD-CLASS EDUCATOR, THE FIRST WOMAN TO SERVE AS PRESIDENT OF A MAJOR AMERICAN UNIVERSITY, THE UNIVERSITY OF CHICAGO. THROUGHOUT HER CAREER, MRS. GRAY HAS BEEN WIDELY REGARDED AS AN OUTSTANDING RENAISSANCE SCHOLAR. AN EXAMPLE FOR OTHERS IN HER PROFESSION, SHE CONTINUES TO TEACH AT LEAST ONE CLASS A SEMESTER.

MRS. GRAY, FOR YOUR PURSUIT OF THE HIGHEST IDEALS IN YOUR PROFESSION AND YOUR COMMITMENT TO EXCELLENCE IN AMERICAN EDUCATION, WE SALUTE YOU. //

VERNON WALTERS ENLISTED IN THE ARMY AS A PRIVATE IN 1941, BEFORE THE OUTBREAK OF WWII; NEARLY A HALF-CENTURY LATER, HE WAS AMBASSADOR TO GERMANY DURING THE FALL OF THE BERLIN WALL. IN THE YEARS BETWEEN, HE SERVED SIX PRESIDENTS AS A STATESMAN, AMBASSADOR AND TRUSTED AIDE.

HIS BRILLIANT MASTERY OF THE ART OF DIPLOMACY IS RENOWNED, AND HIS EXTRAORDINARY LINGUISTIC SKILLS HAVE FREQUENTLY ADVANCED OUR DIPLOMATIC EFFORTS, OFTEN IN THE FACE OF GRAVE DANGER. IT'S BEEN SAID THAT COURAGE IS THE PRICE THAT LIFE EXACTS FOR GRANTING PEACE. FOR YOUR COURAGEOUS SERVICE TO THE CAUSE OF PEACE AND THE AMERICAN IDEAL, WE THANK YOU. //

FINALLY, WE HONOR PROFESSOR FRIEDRICH VON HAYEK, FOR A LIFETIME OF LOOKING BEYOND THE HORIZON.

AT A TIME WHEN MANY SAW SOCIALISM AS ORDAINED BY HISTORY, HE FORESAW FREEDOM'S TRIUMPH. OVER FORTY YEARS AGO, PROFESSOR VON HAYEK WROTE THAT THE "ROAD TO SERFDOM" WAS NOT THE ROAD TO THE FUTURE -- OR TO THE POLITICAL AND ECONOMIC FREEDOM OF MAN. A NOBEL LAUREATE, HE IS WIDELY CREDITED AS ONE OF THE MOST INFLUENTIAL ECONOMIC WRITERS OF OUR CENTURY.

PROFESSOR VON HAYEK IS REVERED BY THE FREE PEOPLE OF CENTRAL AND EASTERN EUROPE AS A TRUE VISIONARY -- AND RECOGNIZED WORLD-WIDE AS A REVOLUTIONARY IN INTELLECTUAL AND POLITICAL THOUGHT. HOW MAGNIFICENT IT MUST BE FOR HIM TO WITNESS HIS IDEAS VALIDATED BEFORE THE EYES OF THE WORLD. WE SALUTE HIM. //

THE PEOPLE OF THE UNITED STATES ARE INDEBTED TO EACH OF OUR HONOREES. YOU HAVE TOUCHED US, YOU HAVE ENRICHED US -- YOU HAVE SHAPED OUR NATION'S DESTINY.

YOU HAVE ALSO SHOWN US THE STRENGTH AND JOY OF A SIMPLE BUT POWERFUL IDEA: THE IDEA OF FREEDOM. GOD BLESS EACH OF YOU, AND GOD BLESS THIS GREAT COUNTRY OF OURS.

[AND NOW, BARBARA AND I WILL PRESENT THE MEDALS TO THE RECIPIENTS WHILE THE MILITARY AIDE READS THE CITATIONS.]

#

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

November 18, 1991

The President today awarded the Presidential Medal of Freedom to the following individuals. The texts of the accompanying citations read as follows:

William F. Buckley, Jr.

"William F. Buckley, Jr. has long served this Nation as a prolific author and as a thoughtful and insightful commentator on public affairs. His columns, books, novels, and television programs have enlightened and entertained millions with a style marked by grace, an irrepressible wit, and vibrant energy. The magazine he founded, National Review, is one of America's leading journals of opinion and has greatly contributed to the intellectual foundation of the American conservative movement. The United States honors a man who has given much to this country, a tireless worker in the vineyards of liberty."

Luis A. Ferré

"Luis A. Ferré has led the people of Puerto Rico as a dedicated public servant, visionary industrialist, and patron of the arts. Over the course of his life, Luis Ferré has been involved in the family business, newspaper publishing, and university development. He also built and donated Ponce's Museum of Art and free public library. Later, the people of Puerto Rico elected him, the founder and head of the New Progressive Party, their Governor. Luis Ferré equates business success with social responsibility and describes himself as 'revolutionary in my ideas, liberal in my objectives, and conservative in my methods.' The United States honors one of our pioneers of freedom."

more

Betty Ford

"Betty Ford has championed many causes, both as a First Lady and a leading citizen of this land. Even while she served as a full partner to her husband throughout his years in Congress and the White House, she provided selfless, strong, and refreshing leadership on a number of issues, particularly drug and alcohol dependency. Her courage and candor have inspired millions of Americans to restore their health, protect their dignity, and shape full lives for themselves. The United States honors a generous citizen, a creative spirit, a valiant woman who has struggled for the dignity essential for true freedom."

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Professor Friedrich August von Hayek

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"As a soldier and statesman, General Vernon Walters has made service to his country his life's work. He served six Presidents with distinction during a half century of kaleidoscopic change, from World War II through the long Cold War to the fall of the Berlin Wall. He has served on the battlefields of Europe and in the councils of NATO, at the UN and CIA, as Ambassador and aide to Presidents. This extraordinary adventurer and intellectual has offered his diplomatic, linguistic, and tactical skills to the cause of world peace and individual liberty. America honors this steadfast defender of our interests and ideals, this true champion of freedom."

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#

SEQUENCE OF EVENTS: AWARDS CEREMONY/LUNCHEON
ON THE OCCASION OF THE PRESENTATION OF
THE PRESIDENTIAL MEDAL OF FREEDOM
Monday, November 18, 1991

TIME: 11:00 a.m. - 1:15 p.m.

LOCATIONS: East Room/State Dining Room
 (Music: Marine Orchestra/Grand Foyer)

ENTRANCE: East Visitors Entrance
 (N.W. Gate, North Portico -- Recipients
 and Guests)

NUMBER OF GUESTS: 130

FROM: Laurie Firestone 

11:00 a.m. Guests arrive Visitors Entrance
 and are directed to East Room.
 (Recipients arrive North Portico,
 parking on North Grounds.)

11:30 a.m. THE PRESIDENT and MRS. BUSH arrive East Room.

ANNOUNCEMENT

THE PRESIDENT will make brief remarks.

Following THE PRESIDENT'S remarks, the citations
will be read by Military Aide.

Each recipient will then proceed
to dais to receive Medal of Freedom
from THE PRESIDENT, then return to
front-row seating.

11:50 a.m. At conclusion of ceremony, THE PRESIDENT and MRS. BUSH
proceed to Cross Hall for receiving line.

Guests proceed to State Dining
Room for lunch.

12:05 p.m. Lunch is served.

1:15 p.m. After the luncheon, THE PRESIDENT and MRS. BUSH depart
State Floor.

1:20 p.m. Guests depart.

WALL STREET JOURNAL

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MONDAY, NOVEMBER 18, 1991

WHITE OAK, MARYLAND

A Great Man—and a Great Idea

By JULIANA GERAN PILON

When the Medal of Freedom is awarded today by President Bush to Friedrich Hayek, winner of a 1974 Nobel Prize in economics, the U.S. will be honoring a man who more than any other inspired the principal architects of privatization and reform in Central and Eastern Europe.

Prof. Hayek is the author of numerous works, many of them written during his years at the University of Chicago from 1950 to 1962, but the most popular was a slim text entitled "The Road to Serfdom." First published in the spring of 1944, it became a huge success, especially after it was condensed and reprinted by the Reader's Digest. The book's Czech translator, Tomas Jezek, who had prepared at considerable personal risk an underground edition in the 1970s, states in his preface to the current edition: "If the ideologists of socialism would single out the one book that ought to be locked at any price and should be strictly forbidden, its dissemination and lecture carrying the most severe punishment, they would surely point to 'The Road to Serfdom.'" Today, Mr. Jezek is the minister in charge of privatization.

Mr. Jezek's childhood friend Vaclav Klaus, Czechoslovakia's Minister of Finance, has become one of the most dynamic—and personally popular—proponents of change in Eastern Europe. Says Mr. Klaus: "One of the most important lessons to be learned from Hayek is that all rights, economic and political, are intrinsically connected."

In Poland too Prof. Hayek's disciples

have reached top leadership positions. Janusz Lewandowski, a former professor of economics who is now the minister for ownership changes, first discovered Prof. Hayek in the early 1970s, an experience he describes as "a revelation." "I was looking for something that would make it possible to state clearly the underlying values and the institutions that make up a free society."

There are other important Hayekians in Poland. In addition to the group of economists who gathered around Mr. Lewandowski at the University of Gdansk, the fire of the Austrian economist's arguments reached Cracow through the late Catholic free marketer Miroslav

Dzilelski, who founded the Cracow Industrial Society. Dzilelski saw in Prof. Hayek's work a powerful moral basis for capitalism. KIS now has a sizable following, and many of its members are involved in privatization and the creation of a new independent bank.

To Jozsef Szajer, the young founder of FIDESZ, the Alliance of Young Democrats, in Hungary, "The Road to Serfdom" was a practical political blueprint. The book presented "a very clear picture of how a democracy can be run." He regards



Friedrich Hayek

the book not so much a philosophical argument as "a justification for what has happened in Hungary"—that is, an explanation of the movement toward freedom and away from central planning. Mr. Szajer, a professor of constitutional law, ran against Imre Pozsgay—the charismatic reformed communist who expected to become Hungary's first post-communist president—and spectacularly defeated him to win a seat in Parliament. With 30% popular support, FIDESZ today is by far the strongest political party in Hungary.

Fellow Hungarian parliamentarian Gaspar Miklos Tamas, whose preface to the first Hungarian edition of "The Road to Serfdom" is about to introduce thousands of other Hungarians to Prof. Hayek, says that in the early 1980s he came to realize through this little book that "Nazism and socialism have the same roots." That is when Mr. Tamas was finally able to say that he "could not be a leftist in any way." "I had always been a libertarian, with a strong commitment to individual liberty. After Hayek, I really understood why." What is more, he realized that the West had also gone wrong: "We had no illusions," says Mr. Tamas.

In Bulgaria, economist Oganian Pishev—now the ambassador to the U.S.—read Prof. Hayek more than a decade ago, in English. "We waited for a long time, until the time was ripe." It is now ripe for Bulgaria—and Mr. Pishev and other Hayekians are building a courageous privatization program for their ravaged country.

Even in Romania, "The Road to Serf-

dom" is about to be published by the former official publishing house, Humanitas. Shortly after the bloody revolution of December 1989, an economics professor named Mircea Cosea organized a seminar on Hayek in Bucharest. Having heard of the Austrian economist's ideas, Mr. Cosea had asked someone to bring him a copy of "The Road to Serfdom" from Switzerland in 1988. The reading had to be done in great secrecy—glasnost never having come to Romania. What struck him was "the clarity of demonstration that socialism is inefficient, that individual ownership of private property is essential in creating a system of incentives."

A year ago, Mr. Cosea was named Minister of Forecasting. He and another colleague from the Academy of Economic Sciences, professor Daniel Dalanu, founded the Romanian Institute for Free Enterprise. Mr. Dalanu says that his discovery of Prof. Hayek took place in the 1970s at the home of an elderly professor of marketing: "I became a Hayekian then." The message that struck him was that "innovation and discovery cannot take place centrally; stimulants must exist throughout the society. The fall of Eastern Europe is proof positive that Hayek was right. Hayek had predicted what would happen."

Does Prof. Hayek realize it? With typical modesty, he finds it hard to believe, and credits not himself but the philosophical movement that he represents. In a recent letter to Ed Crane, president of Washington's Cato Institute, the 92-year-old Hayek expressed great satisfaction at what he called "the ultimate victory of our side in the long dispute of the principles of the free market," adding that he had "hardly expected to live to experience this."

Nor did we, professor, nor did we.

Mrs. Pilon is writing a book about nationalism in Eastern Europe.



THE SITUATION ROOM

PRECEDENCE: IMMEDIATE
PRIORITY
ROUTINE

RELEASER: PC

DTG: 090103Z

MESSAGE NO. 44 CLASSIFICATION Unclassified PAGES 1+ cover

FROM John S. Gardner

(Name)

(Phone Number)

(Room No.)

MESSAGE DESCRIPTION

TO (Agency)

DELIVER TO:

DEPT/ROOM NO.

PHONE NUMBER

Phil Brady/the Hague

REMARKS

Phil: Attached is a revised version of the Ferre citation with Andy's edits. JG

PB: Have not revised w/ Andy's edits.

DON LUIS FERRE

Don Luis Ferré has led the people of Puerto Rico as a dedicated public servant, visionary industrialist, patron of the arts, and founder of modern two-party politics. Over the course of his life, Don Luis has been involved in the family business, newspaper publishing, and university development. He also built and donated Ponce's Museum of Art and free public library. Later, the people of Puerto Rico elected Don Luis, the founder and head of the New Progressive Party, their Governor. Don Luis equates business success with social responsibility and describes himself as "revolutionary in my ideas, liberal in my objectives, and conservative in my methods." The United States honors one of our pioneers of freedom.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

November 13, 1991

On November 18 the President will award the Presidential Medal of Freedom to the following individuals:

William F. Buckley, Jr., editor and syndicated columnist.

Luis A. Ferré, former Governor of Puerto Rico.

Betty Ford, former First Lady and President of the Betty Ford Center.

Hanna Holborn Gray, President, University of Chicago.

Thomas P. O'Neill, Jr., former Speaker of the U.S. House of Representatives.

The Reverend Leon Howard Sullivan, clergyman and Pastor Emeritus of the Zion Baptist Church, Philadelphia, Pennsylvania.

Russell E. Train, environmentalist, Chairman of the Board, World Wildlife Fund and the Conservation Foundation.

Professor Friedrich August von Hayek, scholar and author.

General Vernon A. Walters, former Ambassador-at-Large and Representative of the United States of America to the United Nations.

Theodore Samuel Williams, former baseball player and manager.

The Presidential Medal of Freedom is the Nation's highest civil award. It may be awarded only by the President of the United States to persons who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors.

#

PRESIDENTIAL MEDAL OF FREEDOM

Originally established as the Medal of Freedom by President Truman by Executive Order 9586 of July 6, 1945, the Medal was re-established as the Presidential Medal of Freedom by President Kennedy by Executive Order 11085 of February 22, 1963. It is the highest civil award of our Government. It may be awarded only by the President of the United States to persons who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The Medal may be awarded to citizens of other nations and may be awarded posthumously.

The recipient receives a medal and a citation signed by the President.

HISTORICAL NOTES:

President Kennedy announced the first Presidential Medal of Freedom awards in 1963. However, President Johnson made the first presentations of the Medal in a ceremony at the White House on December 6, 1963.

The Medal of Freedom as established by President Truman by Executive Order 9586 of July 6, 1945, authorized the following to award the Medal:

The President
The Secretary of State
The Secretary of War
The Secretary of Navy

or

by such officers as the Secretaries might designate

By Executive Order 10336 of April 3, 1952 the list was amended to include the following:

The President
The Secretary of State
The Secretary of Defense
The Secretary of the Army
The Secretary of the Navy
The Secretary of the Air Force

or

by such officers as the Secretaries might designate

Executive Order 11515 of March 13, 1970, eliminated the requirement that the President select a person nominated by the Distinguished Civilian Service Awards Board.

Executive orders in effect that regulate the issuance of the Medal: Executive Order 9586, July 6, 1945, as amended by Executive Order 11085, February 22, 1963, and further amended by Executive Order 11515, March 13, 1970.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

Presidential Medal of Freedom

FACT SHEET

The Presidential Medal of Freedom is the highest civil award of our Government. It may be awarded only by the President of the United States to persons who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The Medal may be awarded to citizens of other nations and may be awarded posthumously.

Originally established as the Medal of Freedom by President Truman in 1945, it was awarded either by the President or designated department secretaries. President Kennedy established the Presidential Medal of Freedom, as it now exists, on February 22, 1963.

#

Executive Order 11084

AMENDING EXECUTIVE ORDER NO. 10995,¹ RELATING TO
TELECOMMUNICATIONS

By virtue of the authority vested in me by Section 301 of Title 3 of the United States Code, and as President of the United States, it is ordered that Executive Order No. 10995 of February 16, 1962, headed "Assigning telecommunications management functions," be, and it is hereby, amended by substituting for Section 3 thereof the following:

"Sec. 3. (a) The authority to assign radio frequencies to Government agencies, vested in the President by subsection 305(a) of the Communications Act of 1934, as amended (47 U.S.C. 305(a)), including all functions heretofore vested in the Interdepartment Radio Advisory Committee, is hereby delegated to the Director of the Office of Emergency Planning, who may redelegate such authority to the Director of Telecommunications Management. Such authority shall include the power to amend, modify, or revoke frequency assignments.

"(b) The authority to authorize a foreign government to construct and operate a radio station at the seat of government vested in the President by subsection 305(d) of the Communications Act of 1934, as amended (47 U.S.C. 305(d)), is hereby delegated to the Director of the Office of Emergency Planning who may redelegate such authority to the Director of Telecommunications Management. Authorization for the construction and operation of a radio station pursuant to this subsection and the assignment of a frequency for its use shall be made only upon recommendation of the Secretary of State and after consultation with the Attorney General and the Chairman of the Federal Communications Commission."

JOHN F. KENNEDY

THE WHITE HOUSE,
February 15, 1963.

Executive Order 11085

THE PRESIDENTIAL MEDAL OF FREEDOM

By virtue of the authority vested in me as President of the United States, it is hereby ordered as follows:

SECTION 1. *Prior orders.* The numbered sections of Executive Order No. 9586 of July 6, 1945, as amended by Executive Order No. 10336 of April 3, 1952, are hereby amended to read as follows:

"SECTION 1. *Medal established.* The Medal of Freedom is hereby re-established as the Presidential Medal of Freedom, with accompanying ribbons and appurtenances. The Presidential Medal of Freedom, hereinafter referred to as the Medal, shall be in two degrees.

"SEC. 2. *Award of the Medal.* (a) The Medal may be awarded by the President as provided in this order to any person who has made

¹ 27 F.R. 1519.

an especially meritorious contribution to (1) the security or national interests of the United States, or (2) world peace, or (3) cultural or other significant public or private endeavors.

"(b) The President may select for award of the Medal any person nominated by the Board referred to in Section 3(a) of this Order, any person otherwise recommended to the President for award of the Medal, or any person selected by the President upon his own initiative.

"(c) The principal announcement of awards of the Medal shall normally be made annually, on or about July 4 of each year; but such awards may be made at other times, as the President may deem appropriate.

"(d) Subject to the provisions of this Order, the Medal may be awarded posthumously.

"Sec. 3. *Distinguished Civilian Service Awards Board.* (a) The Distinguished Civilian Service Awards Board, established by Executive Order No. 10717 of June 27, 1957, hereinafter referred to as the Board, is hereby expanded, for the purpose of carrying out the objectives of this Order, to include five additional members appointed by the President from outside the Executive Branch of the Government. The terms of service of the members of the Board appointed under this paragraph shall be five years, except that the first five members so appointed shall have terms of service expiring on the 31st day of July 1964, 1965, 1966, 1967, and 1968, respectively. Any person appointed to fill a vacancy occurring prior to the expiration of the term for which his predecessor was appointed shall serve for the remainder of such term.

"(b) A chairman of the Board shall be designated by the President from time to time from among the membership of the Board appointed from the Executive Branch.

"(c) For purposes of recommending to the President persons to receive the President's Award for Distinguished Federal Civilian Service, and to carry out the other purposes of Executive Order No. 10717, only the members of the Board from the Executive Branch will sit. The names of persons so recommended will be submitted to the President without reference to the other members of the Board.

"Sec. 4. *Functions of the Board.* (a) Any individual or group may make recommendations to the Board with respect to the award of the Medal, and the Board shall consider such recommendations.

"(b) With due regard for the provisions of Section 2 of this Order, the Board shall screen such recommendations and, on the basis of such recommendations or upon its own motion, shall from time to time submit to the President nominations of individuals for award of the Medal, in appropriate degrees.

"Sec. 5. *Expenses.* Necessary administrative expenses of the Board incurred in connection with the recommendation of persons to receive the Presidential Medal of Freedom, including expenses of travel of members of the Board appointed under Section 3(a) of this

Order, during the fiscal year 1963, may be paid from the appropriation provided under the heading 'Special Projects' in the Executive Office Appropriation Act, 1963, 76 Stat. 315, and during subsequent fiscal years, to the extent permitted by law, from any corresponding or like appropriation made available for such fiscal years. Such payments shall be without regard to the provisions of section 3681 of the Revised Statutes and section 9 of the Act of March 4, 1909, 35 Stat. 1027 (31 U.S.C. 672 and 673). Members of the Board appointed under Section 3(a) of this Order shall serve without compensation.

"Sec. 6. *Design of the Medal.* The Army Institute of Heraldry shall prepare for the approval of the President a design of the Medal in each of its degrees."

SEC. 2. *Other existing orders.* (a) Section 4 of Executive Order No. 10717, establishing the terms of service of the members of the Distinguished Civilian Service Awards Board, is hereby amended to read "The members of the Board shall serve at the pleasure of the President," and the other sections of that Order are amended conformably to this Order.

(b) Except as otherwise specifically provided in this Order, existing arrangements for conferring medals and honors shall continue in effect.

JOHN F. KENNEDY

THE WHITE HOUSE,
February 22, 1963.

Executive Order 11086

AMENDMENT OF EXECUTIVE ORDER 10587¹ RELATING TO THE ADMINISTRATION OF SECTION 32(h) OF THE TRADING WITH THE ENEMY ACT

By virtue of the authority vested in me by the Trading with the Enemy Act, as amended (50 U.S.C. App. 1 *et seq.*), and by section 301 of title 3 of the United States Code (65 Stat. 713), and as President of the United States, it is ordered that sections 1, 2 and 3 of Executive Order No. 10587 of January 13, 1955 (20 F.R. 361) are amended to read as follows:

"SECTION 1. The Jewish Restitution Successor Organization, a charitable membership organization incorporated under the laws of the State of New York, is hereby designated as successor in interest to deceased persons in accordance with and for the purposes of subsection (h) of section 32 of the Trading with the Enemy Act, as added by the Act of August 23, 1954 (68 Stat. 767), and amended by section 204(a) of Public Law 87-846, approved October 22, 1962 (76 Stat. 1114).

"SEC. 2. Exclusive of the designation of the Jewish Restitution Successor Organization under section 1 of this Order and the exercise

¹ 3 CFR, 1954-1958 Comp., p. 235; 20 F.R. 361.

ployees and agents as he deems necessary and suitable to carry out the provisions of this order; to exercise any contractual or other rights of the said company incident to the operation of the said plants, facilities, or property or the production, sale, and distribution of the company's products; and to do any and all other things that he may deem necessary or desirable for, or incidental to, the use and operation of the said plants, facilities, and property, or the production, sale, and distribution of the products and services thereof; and to take any other steps that he deems necessary to carry out the provisions and purposes of this order.

3. The Secretary of the Navy shall operate the plants, facilities, and property mentioned herein pursuant to the provisions of the War Labor Disputes Act and under the terms and conditions of employment which are lawfully in effect at the time possession of such plants, facilities, and property is taken under this order, subject to the provisions of Section 5 of the War Labor Disputes Act.

4. The Secretary of the Navy shall permit, upon such terms and conditions as he deems advisable, the management of the plants, facilities, and property taken under this order to continue its managerial functions to the maximum degree possible consistent with the purposes of this order.

5. The Secretary of the Navy is authorized to take such action, if any, as he may deem necessary or desirable to provide protection for, and prevent interference with, the plants, facilities, and property taken under this order and all persons employed or seeking employment therein, their families and homes, and he is further authorized to take such appropriate disciplinary action, not inconsistent with law, as may be necessary to effectuate the purposes of this order. Upon the request of the Secretary of the Navy or his duly authorized representative, the Department of Justice, through the Federal Bureau of Investigation, shall immediately undertake and conduct an investigation of any matter affecting the operation of said plants, facilities, and property or government possession thereof hereunder.

6. In carrying out this order the Secretary of the Navy may act through or with the aid of such public or private instrumentalities, persons, or corporations as he may designate. All Federal agen-

cies, including but not limited to the Department of Justice, the War Manpower Commission, the National Labor Relations Board, the Department of Labor, the National Selective Service System, and the Office of Price Administration, shall cooperate with the Secretary of the Navy to the fullest extent of their authority in carrying out the purposes of this order.

7. Possession, control and operation of any plant, facility, or property, or portion thereof, of which possession is taken under this order shall be terminated by the Secretary of the Navy within sixty days after he determines that the productive efficiency of the plant, facility, or property, or portion thereof, prevailing prior to the existing interruptions referred to in the recitals of this order has been restored.

HARRY S. TRUMAN

THE WHITE HOUSE,
July 4, 1945.

EXECUTIVE ORDER 9586

THE MEDAL OF FREEDOM

By virtue of the authority vested in me as President of the United States and as Commander in Chief of the Army and Navy of the United States, it is hereby ordered as follows:

There is hereby established a medal to be known as the Medal of Freedom with accompanying ribbons and appurtenances for award to any person, not hereinafter specifically excluded, who, on or after December 7, 1941, has performed a meritorious act or service which has 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 is considered inappropriate. The Medal of Freedom may also be awarded to any person, not hereinafter specifically excluded, who, on or after December 7, 1941, has similarly aided any nation engaged with the United States in the prosecution of a war against a common enemy or enemies.

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.

The Medal of Freedom and appurtenances thereto shall be of appropriate design, approved by the Secretary of State, the Secretary of War, and the Secretary of the Navy, and may be awarded by the Secretary of State, the Secretary of War, or the Secretary of the Navy, or by such officers as the said Secretaries may respectively designate. Awards shall be made under such regulations as the said Secretaries shall severally prescribe and such regulations shall, insofar as practicable, be of uniform application.

No more than one Medal of Freedom shall be awarded to any one person, but for a subsequent act or service justifying such an award a suitable device may be awarded to be worn with the medal. The Medal of Freedom may be awarded posthumously.

HARRY S. TRUMAN

THE WHITE HOUSE,
July 6, 1945.

EXECUTIVE ORDER 9587

AMENDING EXECUTIVE ORDER 8588 ENTITLED "PRESCRIBING REGULATIONS GOVERNING THE PAYMENT OF EXPENSES OF TRANSPORTATION OF HOUSEHOLD GOODS AND PERSONAL EFFECTS OF CERTAIN CIVILIAN OFFICERS AND EMPLOYEES OF THE UNITED STATES" AND PRESCRIBING REGULATIONS GOVERNING THE PAYMENT OF EXPENSES OF TRANSPORTATION OF THE IMMEDIATE FAMILY OF CIVILIAN OFFICERS AND EMPLOYEES OF THE GOVERNMENT

By virtue of and pursuant to the authority vested in me by the act of October 10, 1940, 54 Stat. 1105, and section 201 (a) of the Independent Offices Appropriation Act, 1946, approved May 3, 1945, it is hereby ordered as follows:

PART I

Sections 5 and 12 of Executive Order 8588 of November 7, 1940, as amended by sections 1 and 4 of Executive Order 9122 of April 6, 1942,¹ are hereby further amended to read as follows:

"SECTION 5. *Means of shipment.* For the duration of the present war and six months thereafter transportation services, including services specified in sections 3 and 4 hereof, may be procured by the agency concerned, with due re-

gard to means ordinarily required for such transportation, from any available common carrier: *Provided, however,* That the employee may have his effects moved by some means other than that selected by the Government, by paying the difference between the charges under the means selected by the Government and the charges by the preferred means: *And provided further,* That when the head of the department or agency determines it to be in the interest of the Government, he may specifically authorize the shipment by express of articles required for immediate use at the new official station (such as professional books, wearing apparel, bedding or kitchen utensils, but not furniture or jewelry), which shall in no case exceed a weight of 500 pounds for employees having dependents living with them or 250 pounds for employees having no dependents living with them."

"SECTION 12. *Time Limit.* All shipments allowable under these regulations shall begin within one year of the effective date of the transfer of the employee unless an extension is specifically granted by the head of the department or establishment. Such an extension shall be approved by the head of the department or establishment within the one-year period during which shipment would otherwise begin and shall in no case be for a period exceeding two years from the effective date of the transfer, except that, for employees who enter upon active military, naval, or Coast Guard duty at any time prior to the expiration of the period within which transportation of their effects is authorized and who are furloughed for the duration of such duty, the extension may be made effective until a date not more than six months following the date of termination of the furlough."

PART II

The following regulations are hereby prescribed to govern the payment of expenses of transportation, authorized by section 201 (a) of the Independent Offices Appropriation Act, 1946, of the immediate family of any civilian officer or employee of the executive departments and independent establishments who is transferred from one official station to another for permanent duty, when authorized by the head of the department or establishment concerned in the order directing such transfer:

¹ 3 CFR Cum. Supp.

ing found that the United States participates in the Provisional Intergovernmental Committee for the Movement of Migrants from Europe under the authority of the Mutual Security Appropriation Act, 1952, approved October 31, 1951 (65 Stat. 730), making an appropriation for such participation, I hereby designate the Provisional Intergovernmental Committee for the Movement of Migrants from Europe as a public international organization entitled to enjoy the privileges, exemptions, and immunities conferred by the said International Organizations Immunities Act.

HARRY S. TRUMAN

THE WHITE HOUSE,
March 28, 1952.

EXECUTIVE ORDER 10336

AMENDMENT OF EXECUTIVE ORDER NO. 9586¹ OF JULY 6, 1945, ESTABLISHING THE MEDAL OF FREEDOM

Executive Order No. 9586 of July 6, 1945, establishing the Medal of Freedom, is hereby amended to read as follows:

"By virtue of the authority vested in me as President of the United States and as Commander in Chief of the armed forces of the United States, it is ordered as follows:

"1. There is hereby established a medal to be known as the Medal of Freedom, with accompanying ribbons and appurtenances. The Medal and its appurtenances shall be of appropriate design, approved by the Secretary of State and the Secretary of Defense.

"2. (a) The Medal of Freedom may be awarded to any person not hereinafter specifically excluded who, on or after December 7, 1941, has performed a meritorious act or service which (1) has aided the United States in the prosecution of a war against an enemy or enemies, (2) has aided any nation engaged with the United States in the prosecution of a war against a common enemy or enemies, or (3), during any period of national emergency declared by the President or the Congress to exist, has furthered the interests of the security of the United States or of any nation allied or associated with the United States during such period, and for which act or service the award of any other United States medal or decoration is considered inappropriate.

¹ 3 CFR, 1945 Supp.

"2. (b) Under special circumstances, and without regard to the existence of a state of war or national emergency, the Medal of Freedom may also be awarded by, or at the direction of, the President to any person, not hereinafter specifically excluded, for performance of a meritorious act or service in the interests of the security of the United States.

"3. 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.

"4. The Medal of Freedom may be awarded by the Secretary of State, the Secretary of Defense, the Secretary of the Army, the Secretary of the Navy, or the Secretary of the Air Force, or by such officers as they may respectively designate. Awards shall be made under such regulations as the said Secretaries shall severally prescribe, and such regulations shall, so far as practicable, be of uniform application.

"5. The head of any department or agency of the United States not named herein may recommend to the Secretary of Defense the award of the Medal of Freedom and appurtenances thereto for meritorious acts or services performed under the cognizance or direction of the head of such department or agency, and the Secretary of Defense may make such awards.

"6. No more than one Medal of Freedom shall be awarded to any one person, but for a subsequent act or service justifying such an award a suitable device may be awarded to be worn with the medal.

"7. The Medal of Freedom may be awarded posthumously."

HARRY S. TRUMAN

THE WHITE HOUSE,
April 3, 1952.

EXECUTIVE ORDER 10337

AMENDMENT OF THE REGULATIONS GOVERNING THE APPOINTMENT OF POSTMASTERS OF THE FOURTH CLASS

WHEREAS under the regulations now in force the appointment of postmasters of the fourth class may be made upon the basis of investigation and report of a post office inspector in any case in which the compensation of the office is not in excess of \$1300 per annum; and

PRESIDENTIAL MEDAL OF FREEDOM: Originally established as the Medal of Freedom by President Truman by Executive Order 9586 of July 6, 1945, the Medal was re-established as the Presidential Medal of Freedom by President Kennedy by Executive Order 11085 of February 22, 1963. It is the highest civil award of our Government. It may be awarded only by the President of the United States to persons who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The Medal may be awarded to citizens of other nations and may be awarded posthumously.

The recipient receives a medal and a citation signed by the President.



The President of the United States of America

Awards this

CITATION

to

TED WILLIAMS

He was called the Kid, the Splendid Splinter, and in New England, simply himself. He was an iconoclast and rebel who, half-a-century ago, batted .406 - the last hitter to eclipse .400. His feat was particularly remarkable because, as No. 9 has said, "hitting a baseball is the hardest task in sports." Today, Ted Williams remains John Wayne in a Red Sox uniform - perhaps the greatest hitter of all time.

A handwritten signature in dark ink, appearing to read "G. Bush".

*The White House
Washington, D. C., July 2, 1991*

T58
.G22

The MAN WHO DISCOVERED QUALITY

HOW
W. EDWARDS DEMING
BROUGHT THE QUALITY
REVOLUTION TO AMERICA—
THE STORIES OF
FORD, XEROX, AND GM

ANDREA GABOR

T I M E S  B O O K S

R A N D O M H O U S E

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- A system for auditing internal quality management processes

The Baldrige committee has also set up a rigorous process for selecting winners. Inspectors and judges come from the companies and organizations with the best quality reputations. They include Brian Joiner, a statistician, consultant, and respected Demingite; Kent Sterett, the man who shepherded FP&L through the Deming awards; Blain Godfrey, a former quality expert at AT&T, coauthor of a leading textbook on quality improvement, and the new head of the Juran Institute; and Jim Bakken, the retired vice president for quality at Ford. Audits take at least a week, and auditors require access to any part of the company, from the factory floor to the boardroom.⁸ At Motorola, for example, the auditors not only visited plants but spent hours interviewing chairman Robert Galvin, the company's CEO, as well as its vice chairmen, to make sure they all spoke the same quality language.⁹

Yet maintaining the integrity of the award-giving process in the long term will be a challenge for the Baldrige committee. Unlike in Japan, where the Deming Prize evolved as a sort of grass-roots effort and where a core group of highly respected academics became both advisers for and judges of the award, the Baldrige Award is essentially a peer review. In the clubbish world of American business, in which even boards of directors rarely countermand the dictates of a CEO, no matter how troubling they may be, an award so heavily dominated by the very companies it seeks to judge could develop long-term problems. For one thing, the Baldrige committee has received over \$10 million from corporate sponsors. And the rules limit the number of awards that can be granted each year to two large industrial companies, two small companies, and two firms in the service sector. By placing such limits on the number of companies that can win in each category, the committee may be forced, especially in later years when candidates become more conversant with its quality criteria, to make arbitrary distinctions among several qualified companies.

Before the competition was established, Curt Reimann, who is now director of the awards, consulted with Deming. At the time Deming expressed grave reservations about creating a U.S. quality award.¹⁰ For one thing, Deming was concerned that no U.S. com-

pany had yet demonstrated the stuff of which a true TQC company is made. Since FP&L clinched the Deming award and such companies as Motorola and Ford demonstrated dramatic improvements in product quality, which have translated into increased market share, that concern might not be as valid as it was even a few years ago. (Colleagues suggest that Deming may also have been miffed that the award, in trying to remain nonpartisan, includes no reference to either Deming or his Fourteen Points.)

Deming has a point, however. There are relatively few U.S. experts who are as well versed as the Japanese in quality theory and technique, although the Baldrige committee deserves credit for amassing a *Who's Who* of America's best quality practitioners. At least during the first few years, winners of the award are unlikely to be held to as high a standard by U.S. judges as are applicants for the Deming Prize in Japan, which has raised the quality ante every year since the award was established. For example, even executives at Xerox, a Baldrige winner in 1989, acknowledge that they still lag behind Fuji Xerox in perfecting several of their processes and in achieving some quality targets. Moreover, the scrutiny of companies by the Baldrige committee does not appear to be as rigorous as that of the JUSE committee; otherwise, it is unlikely that IBM, which withdrew its Japanese subsidiary from the race for the Deming Prize precisely because of the level of disclosure required by JUSE, would twice have been willing to subject itself to the scrutiny of the Baldrige examiners.

However, for now the Baldrige committee has demonstrated its willingness to make tough choices. In its first year, the committee granted only one award in the small business category and none to service companies; in 1989, no awards were given to small businesses or ones in the service sector. If the committee continues to fine-tune its standards and practices, it could serve as one of the most important quality management catalysts of the 1990s.

THE PENTAGON

The fledgling quality movement within the DOD, which purchases an estimated 20 percent of all the manufactured goods in the United States, offers "an extraordinary opportunity to leverage the benefits

copy

October 29, 1991

MEMORANDUM FOR DAVID DEMAREST

THROUGH: TONY SNOW
FROM: JOSEPH P. DUGGAN
SUBJECT: MARLOW INDUSTRIES SPEECH

I want to flag for your attention the bracketed paragraph on W. Edwards Deming, page 5. Bill Fritz, the chief speechwriter at Commerce, suggests deleting the paragraph because Deming has been critical of the Baldrige awards.

I would argue for keeping the paragraph. Deming is now 91 years old and he well deserves praise and recognition from the President of the United States, notwithstanding Deming's occasionally petulant remarks. He has done a thousand times more good than harm, and the fact that the Japanese learned from him before the U.S. did is nothing to be touchy about; it's just a fact.

Hobart Rowen

Bringing American Ideas Home From Japan

289/185/161
At 91, W. Edwards Deming, the management genius who has become a legend in his own time—at least in Japan—has lost none of his analytical skills or his desire to communicate them to a mostly non-listening American managerial class.

Sadly, he notes the decline in the power of the American economy since 1920, when it mass-produced and sold fully half the manufactured products of the world.

"Anything made in America was top quality," Deming told a rapt group of congressmen and their key staffers this week. "Anywhere in the world, if you knew the shopkeeper, he might reach under the counter and get an American product for you."

Deming was on the Hill at the invitation of Rep. Newt Gingrich (R-Ga.), who gathered a bipartisan audience at a question-and-answer session and a luncheon meeting that included both Speaker Tom Foley (D-Wash.) and Minority Leader Bob Michel (R-Ill.).

As a statistician on Gen. Douglas MacArthur's staff in 1947 in postwar Japan, Deming convinced the Japanese in a series of lectures that an emphasis on quality could make them a force in world markets. Since 1951, the grateful Japanese have awarded annual "Deming Prizes" to companies that excel—a pattern emulated in America 40 years later by the Malcolm Baldrige National Quality Award, named for the late secretary of commerce.

What is a novelty here is almost a religion there. In Japan, Deming is a household name. As a Japanese engineer told me almost 20 years ago, he sold Japan on the concept that quality is not achieved by an inspection system that spots defects on an assembly line, but by a concerted effort to "get it right the first time."

Pushed by competition from Japanese quality products over the past 10 to 20 years, American industry has improved considerably—but not enough. There is still a willingness among politicians, especially protectionist Democrats, to chalk up Japanese success to "unfair trade practices," rather than new methods of production and management.

Deming has little patience for such protectionist dogma. "Knowledge crosses borders without visas," he told the congressional group in a strong and booming voice.

Deming is a prophet without honor in his own country, a situation that Gingrich would like to correct. He thinks it essential that Congress devise ways of taking Deming's core ideas and applying them to the urgent task of improving the human and physical resources of the nation. The Georgia Republican extracted from Deming a willingness to help out if he's asked.

Deming is not an optimist: The thrust of his lecture to Gingrich's group was that American managers, who must take the basic responsibility for control of quality and boosting productivity, appear too stubborn to make the necessary changes.

As budget director Richard Darman said in a provocative 1986 speech when he was deputy secretary of the Treasury, a major problem is that "large-scale corporate America" has a tendency to be "bloated, risk-averse, inefficient and unimaginative."

Like Darman, Deming puts a share of the blame on American business schools and the MBAs they churn out.

"What does a school of business teach?" Deming asks. "They teach the present system, how to get jobs in it, how to perpetuate what we have. That's exactly what we don't want. The school of business ought to educate people for the future, the transformation—but how could they? That would require knowledge." (He excluded only Fordham University's business school from his critique but noted that Fordham doesn't rank with America's famous business schools.)

To be sure, some of Deming's beliefs are politically unacceptable to a broad range of Republicans and Democrats, especially his view that monopolies and "the giants of power" are the sole source of new ideas and methods, and that antitrust legislation is therefore misguided.

"The consumer never invented anything; it all comes from the producer," Deming said. This seal of approval for cartelized operations is embodied in Japan's "keiretsu" system. It won't fly here.

But as Gingrich suggested in an interview, America can learn the nuts and bolts of Deming's approach to quality production without getting into a monopoly trap or adopting other elements of Japan's culture that do not suit us. Gingrich is especially taken with Deming's argument that if a worker's importance is defined by what he or she does, rather than by the worker's position on an organizational chart, the incentive for peak performance is enhanced.

Gingrich aims to get Congress to construct six or seven experiments based on Deming-style principles.

"If we try to do too much, we'll guarantee failure," Gingrich said. "But if we launch seven, and three work, that wouldn't be a bad achievement, and we could come back in 1995 with seven more."

It's worth trying: The present American course looks to be dangerously downhill. "Who do you think will be ahead five years from now?" Deming asks.



THE PRESIDENT

10-24-91

Dear Bill,
Thanks for ur's of Oct 18th.
You deserve the Medal
and I hope you'll bring son
Chris to watch and learn.
It'll be a nice event.
All Best — *Am*

FROM
THE WHITE HOUSE
WASHINGTON, D.C.

Mr. William F. Buckley, Jr.
Editor-in-Chief
National Review
150 East 35th Street
New York, NY 10016

cc IN & OUT
John Sununu
✓ Phil Brady
Patty Presock

Wm. F. Buckley Jr. * 150 E. 35th St. * New York 10016

Oct 18 91

THE PRESIDENT HAS SEEN

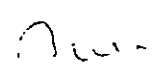
Hon George Bush
The White House

Dear Mr. President:

Well now, that was a hell of a telephone call from John Sununu, advising me that you are going to give me the Medal of Freedom. What can I say? It is quite stupendous of you to do this, and of course I and Pat and Christo and Lucy and brother Jim are deeply affected by your generosity. (Do you suppose we might go off to a corner of the East Room and do a little dandruff dance in celebration?)... I am of course groaning with curiosity about the identity of the other Sons of the Founding Fathers who will accompany me to that special occasion, and I promise that you and Barbara and our beloved country will continue to lodge in my special prayers.

Pat joins me in affectionate greetings to you both.

As ever,


Wm. F. Buckley Jr.



AMERICANS FOR TAX REFORM

91 OCT 17 P4: 04

Grover G. Norquist
President

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PHONE: 202/785-0266 FAX: 202/785-0261

416-2883.

Aumattenweg 2
7800 Freiburg
Germany

Mr. Edward H. Crane
The President
The Cato Institute
224 Second Street S.E.
Washington D. C. 20003

22nd July 1991

Dear Mr. Crane,

I have a favour to ask of you. I have lately been sorting out Professor Hayek's own old folder (1944 to 1953) of foreign publishers of The Road to Serfdom at the time. Never having looked at it before so closely I was surprised to find in it a few private letters from men who had read the Reader's Digest abridged version of the book while they were prisoners-of-war. The comments they make are so interesting and in some cases even moving that Mrs. Pilon may be interested in them. Unfortunately a few weeks ago my computer broke down with the result that some of my software was lost, among it her address. She did tell me that I could always reach her through the Cato Institute. Would you be so kind as to ask her whether she would be interested to have some excerpts? I shall be in Freiburg till 12th August. After that I shall be in the United States to visit relatives (having just over a year ago discovered my proverbially long lost uncle, i.e. my father's brother!). If Mrs. Pilon is interested she had better get in touch with me before that date. Professor Hayek knows about her plans, by the way.

You may be interested to learn that I saw him today, and though he was lying on his day bed I thought his general health seemed improved, or at least better than I had expected. Certainly his eyes were bright, and he smiled and stroked his new white beard when I observed that he looked like Moses. But maybe it was just one of his better days and by tomorrow he will be miserable again.

By the way, I heard that you were worried about my being the only person to have a key to the cupboard in Freiburg university where Hayek's remaining correspondence is kept. I am sorry if I have given you the wrong impression. I merely repeated what the German professor concerned told me so as to let you know that none of his staff have access to it. Of course a number of non-university people know about the whereabouts of the letters, e.g. Dr. Alfred Bosch of the local Eucken Institut. However, after having heard about your concern I decided to also inform Lord Harris of High Cross.

Yours sincerely,

49-761-77-216

C. E. Cubitt
(C. E. Cubitt),

C. E. CUBITT, B. A.
AUMATTENWEG 2
7800 FREIBURG I. BR.
TEL. 0761/85491

ltr.
enlarged
456-
JW
Aumattenweg 2
7800 Freiburg
Germany

Mr. Edward H. Crane
The President
The Cato Institute
224 Second Street S.E.
Washington D. C. 20003

22nd July 1991

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I have a favour to ask of you. I have lately been sorting out Professor Hayek's own old folder (1944 to 1953) of foreign publishers of The Road to Serfdom at the time. Never having looked at it before so closely I was surprised to find in it a few private letters from men who had read the Reader's Digest abridged version of the book while they were prisoners-of-war. The comments they make are so interesting and in some cases even moving that Mrs. Pilan may be interested in them. Unfortunately a few weeks ago my computer broke down with the result that some of my software was lost, among it her address. She did tell me that I could always reach her through the Cato Institute. Would you be so kind as to ask her whether she would be interested to have some excerpts? I shall be in Freiburg till 12th August. After that I shall be in the United States to visit relatives (having just over a year ago discovered my proverbially long lost uncle, i.e. my father's brother!). If Mrs. Pilan is interested she had better get in touch with me before that date. Professor Hayek knows about her plans, by the way.

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Yours sincerely,

49-761-77

A. E. Cubitt

(C. E. Cubitt)

THE PRESIDENT HAS SEEN

Phil

THE WHITE HOUSE
WASHINGTON

October 22, 1991

MEMORANDUM FOR THE PRESIDENT

FROM; Phillip D. Brady
SUBJECT: Medal of Freedom Ceremony

Betty Ford and Hanna Gray have both accepted your invitation to receive the Medal of Freedom.

We made some informal contacts to see whether a representative of Theodor Geisel (Dr. Seuss) would be able to accept the Medal of Freedom on his behalf on November 18. We have not, however, contacted his widow Audrey directly, because we have learned a memorial service will be held that day. Accordingly, we will hold the name for a later ceremony.

Because of his poor health, we would propose that you return to the original plan of awarding the Medal to Professor Friedrich von Hayek but permit a representative to accept the award for him. (Von Hayek lives in Freiburg, Germany and cannot travel.) If you concur, we would ask him to designate a representative such as a family member.

Should this not work, so we do not have to trouble you again with this, we would revert to your alternate list of astronaut Alan Shepard and architect I. M. Pei, in that order.

Thank you.

OK
GFB / 10-23

100153 v0:50

but they are at least entirely unsectarian. Like Niebuhr, they regard religion as a sort of celebration of trust in the world and its goodness: "Trust of faith, like parental love, is a gift. It comes to individuals and groups in particular experiences, at particular times and places. Niebuhr did not say it comes only to Jews and Christians, or that it comes only to people who think of themselves as religious, but that to whomever it comes it comes as a gift. And when it does come, it brings a great joy and enables us to live responsibly with our fellow beings."

What is wrong with *The Good Society* is not that it is wicked, but that it is mushy. It will doubtless be compared to Tocqueville, as was *Habits of the Heart*, but this is Tocqueville by way of Robert Fulghum. For the book is thrice mushy: analytically mushy, morally mushy, politically mushy. Analytically, because of its sociological foundations. In an appendix on "Institutions in Sociology and Public Philosophy," Bellah traces the book's allegiances to the turn-of-the-century sociology of Emile Durkheim, who was besotted with the idea that society was something more than, and perhaps other than, the individuals who composed it. Like Bellah and his colleagues, however, Durkheim was too much of a liberal, too devout a believer in the importance of individual morality to conclude that individuals were unimportant, or merely the product of society in all they did, felt, and aspired to. The resulting mixture, therefore, was intellectually unstable. Apart from the general injunction to take social institutions seriously, and to beware of explaining everything in quasi-economic terms, it was unclear in Durkheim's day, as it is unclear in Bellah's day, just what follows from the fact that we are both the creation and the creators of our society.

Once again, the negatives of the communitarians are clearer than the positives. Bellah and his colleagues follow Durkheim in blaming our ills on "individualism." Thomas Hobbes, John Locke, and lately James Coleman have a lot to answer for. (Coleman is a distinguished statistician and educational sociologist who recently published a 1,000-page book arguing that the economists' apparatus of cost, benefit, and rational calculation is all that a sociologist needs.) They have rendered us incoherent: "We do not know what we want or need," say Bellah et al., because "we have a Lockean ideology in a non-Lockean world." Or, "Institutions have

become corrupt; means have wrongly been turned into ends. Even when we know what we want, we are so enamored with certain means that we are not able to make the changes necessary to get what we want." Why is this? Because "economic institutions have invaded other institutions (politics, religion, family, etc.), making it harder for them to do what they were originally intended to do." I almost hesitate to observe, even in passing, that to talk about the "original intentions" of institutions is profoundly unsociological and individualistic.

This corrosive individualism is identified by gesticulation: it is variously labeled "Lockean," "utilitarian," and "radical," but its real target is our old acquaintance *Homo economicus*, the fiction of rational self-interested man on which classical economic theory was founded. Bellah and his colleagues have the grace to acknowledge that "Lockean" individualism has nothing whatever to do with John Locke, but they really ought to have learned since they wrote the endnotes to *Habits of the Heart* that their views of utilitarianism have nothing whatsoever in common with the views of any actual utilitarians—who think that we should promote the general welfare rather than our own—and that "radical" individualists, of whom Nietzsche was the most eloquent spokesman, have always despised both utilitarianism and the rational pursuit of self-interest.

In any case, the thought that the United States has been done in by an excess of reason and self-interest is hardly plausible. Bellah and his colleagues are right to shudder when enthusiasts for "rational choice" argue for a market in babies as a way of solving in one fell swoop the shortage of adoptable babies. But they themselves write that the cold war was fought out of genuine moral passion, and they themselves are as inclined as most of us to think that the so-called underclass is plagued by a lack of rational calculation rather than an excess of it. Conversely, when they discuss the failings of American politics, they make the very familiar point that the coherent formation and implementation of policy are frustrated by the absence of the party loyalty and party discipline that you find in European politics; but surely the incoherence of American politics has little to do with an overdose of rational self-interest, and a lot to do with certain perversities of the Constitution—particularly with the way that federalism encourages beggar-my-neighbor economics among the states and the way

that the separation of powers encourages political deadlock.

Has American society really been so thoroughly corroded by individualism and its concomitant perversities? Robert Wuthnow's book makes an interesting comparison to Robert Bellah's. In *Acts of Compassion* Wuthnow asks some of the most anxiety-inducing questions of all. How concerned can we be about our own selves before we cease to care about others? How far can we go in insisting that we are the captains of our souls before we start ignoring our obligations to people in need or distress? Wuthnow paints a less gloomy picture of our present condition than Bellah and his friends have done. That's not surprising: Wuthnow's book is a survey of the different ways in which Americans do respond, after all, to the needs of the sick, the injured, the poor, the hungry, the homeless.

Wuthnow has been struck, like Bellah and his colleagues, by the extent to which the people he interviewed were unsure of their own motives and hesitant about providing reasons why they have put themselves out to help other people. The admirable young man who last year dived into an icy lake to rescue a drowning woman is not sure whether he did it because it looks good on his application to medical school or because that "is just the kind of person he is." You might say, and Wuthnow agrees, that why he dove matters rather less than the fact that he dove at all. Still, Wuthnow fears that we rely too heavily on people just happening to find it "fulfilling" to help other people and that we are not socially or institutionally compassionate. Millions of good Americans somehow don't add up to a good society.

Wuthnow's book focuses fairly narrowly on what its title suggests, that is, on what moves people to assist others, by visiting them in hospitals, joining first aid squads and engaging in heroics on the highway, working with the homeless, the alcoholic, the senile, or whatever. What it loses in width, however, it gains in depth. Wuthnow's questions are more fine-tuned than Bellah's: whether committed church-goers, for example, do more for others than non-attenders. (The answer appears to be that they do, but also that it's a spurious correlation, since people who do a lot for others tend to be "joiners," and they join churches as well as PTAs, Alcoholics Anonymous, and a host of other entities.)

Like Bellah, Wuthnow gives his work an intellectual structure and a degree of "human interest" by centering each chapter on the lives and thoughts of

LOCKE, Eugene Murphy

Department

Subject

Presidential Medal
Freedom

1968

CITATION: (No date was on the Citation)

A distinguished citizen of Texas, he was appointed by President Johnson to be Ambassador to Pakistan in 1966. He served with enormous skill in this important post at a time of difficulties in U.S.-Pakistan relations and when relations between the two great countries the sub-continent, both good friends of the United States, were under considerable strain. His ability made a significant contribution to the improvement of U.S.-Pakistan relations. His ability to grasp problems quickly, and the qualities of firmness, tact, and political insight he brought to bear on the issues with which he was confronted there led President Johnson to name him as Deputy Ambassador to the Republic of Vietnam. To this vital post Ambassador Locke has brought impressive energy, high intelligence, integrity, understanding and wisdom, qualities which have won him the esteem and respect of his colleagues and of Vietnamese official and unofficial circles. In this most difficult and complex situation Ambassador Locke has acted with single-minded devotion in carrying forward the crucial task in which the United States is engaged on the soil of Vietnam.

2/7/68: Original along with Medal mailed to Mr. Locke, Republic National Bank Tower, 36th Floor, Dallas, Texas.

OVER

U.S. GOVERNMENT PRINTING OFFICE 766-774-h

In his remarks at Cam Ranh Bay, South Vietnam, on 12/23/67, the President advised that Ambassadors Bunker, Komer, and Locke would receive the Medal of Freedom and that these citations would be presented to them at an appropriate time.

ALBRIGHT, Horace M.

Department

Subject

PRESIDENTIAL MEDAL
OF FREEDOM

CITATION:

A living monument, like the Grand Tetons he fought so hard to preserve, Horace M. Albright has been a driving force for conservation in this country during most of the twentieth century. A founding father of the National Park Service, he is a champion of Nature's cause and a defender of America's most precious inheritance.

THE WHITE HOUSE
WASHINGTON, D.C., December 8, 1980

JIMMY CARTER

- 8/26/80: White House Press Office announced President's approval of this award.
12/4/80: Citation signed by the President; citation predated 12/8/80.
12/4/80: Citation/medal picked up from Ann Wexler's office by Priscilla Baker, NPS.
12/8/80: Per Priscilla Baker, the medal was presented by Robert L. Herbst, Assistant Secretary for Fish and Wildlife, Department of the Interior, in Van Nuys, California on this date.

U.S. GOVERNMENT PRINTING OFFICE 16-80236-1

BALDWIN, Roger Nash

Department

Subject

PRESIDENTIAL MEDAL
OF FREEDOM

CITATION:

Founder of the American Civil Liberties Union and the International League for Human Rights, Roger Nash Baldwin is a leader in the field of civil rights and a legend in the field of civil liberties. He is a national resource, and an international one as well, an inspiration to those of us who have fought for human rights, a saint to those for whom he has gained them.

THE WHITE HOUSE
WASHINGTON, D.C. January 14, 1981

JIMMY CARTER

- 1/14/81: White House Press Office announced the recipients of this award.
Original Baldwin certificate not seen by Executive Clerk's Office.
1/16/81: Certificate was to be presented to Baldwin by William J. Vanden Heuvel, in N.J.

U.S. GOVERNMENT PRINTING OFFICE 16-80236-1

MacLEISH, Archibald

Department

Subject

Presidential Medal
of Freedom

CITATION:

Poet and playwright, teacher and statesman, Archibald MacLeish has combined the vocation of man of letters with that of public spokesman. A poet of realities as well as dreams, his eloquent words are matched by his sensitive social conscience. He seeks truth inspired by love of his fellow men and of his country. We are proud to recognize his stature as a humanist, an artist, and an American.

GERALD R. FORD

The White House

Washington, D. C. January 10, 1977

Presented his representative, Roderick MacLeish, a nephew, in the East Room, 1/10/77

MacLeish died on 4/20/82.

ROCKWELL, Norman

Department

Subject

Presidential Medal
of Freedom

CITATION:

Artist, illustrator and author, Norman Rockwell has portrayed the American scene with unrivaled freshness and clarity. Insight, optimistic and good humor are the hallmarks of his artistic style. His vivid and affectionate portraits of our country and ourselves have become a beloved part of the American tradition.

GERALD R. FORD

The White House
Washington, D. C. January 10, 1977

Accepted by Jarvis Rockwell, the artist's son, in ceremony in East Room, 1/10/77

O'KEEFFE, Georgia

Department

Subject

PRESIDENTIAL
MEDAL OF FREEDOM

SOCIAL OFFICE CONFIRMS THAT GEORGIA O'KEEFFE'S CITATION WAS DATED 1/10/77.

In East Room Ceremonies, 1/10/77, the President said, "I regret that ... Georgia O'Keeffe ... (was) unable to be represented here today. We will of course present the medal to her family at a later date.

Gerald Ford

Georgia O'Keeffe died on March 6, 1986

BALANCHINE, George

Department	Subject
	Presidential Medal of Freedom

CITATION:

The genius of George Balanchine has enriched the lives of all Americans who love the dance. Since he arrived in America as a young man in 1933, he has entertained and inspired millions with his stage and film choreography. Major among his greatest contributions as a ballet master are the founding of the first American classical ballet company, The great New York City Ballet, and the School of American Ballet. Throughout his career Mr. Balanchine has entertained, captivated and amazed our diverse population, lifting our spirits and broadening our horizons through his talent and art.

RONALD REAGAN

The White House
Washington, D.C., February 23, 1983

#

2/23/83: Presented by the President in an East Room ceremony at approx. 1:15 p.m.
(accepted by Suzanne Farrell for Balanchine)

U.S. GOVERNMENT PRINTING OFFICE : 1980-O-334-629

ROMULO, General Carlos P.

Department	Subject
	PRESIDENTIAL MEDAL OF FREEDOM

CITATION:

As parliamentarian, soldier, educator, U.N. Charter signatory, diplomat, and Foreign Minister, Carlos P. Romulo's statesmanship and promotion of international accord add up to a remarkable record of achievement. His more than fifty years of public service embody the warm relationship between the United States and the Philippines from the colonial period through the Commonwealth, wartime, and independence to the present. In tribute to his long and close association with the United States, this Medal is gratefully conferred.

The White House
Washington, D.C., January 12, 1984

RONALD REAGAN

#

1/6/84: Executive Clerk's Office requested to edit NSC (Tom Shull) draft.
1/6/84: Exec. Clerk's draft approved by Bill Sittmann/language taken to WH Social Ofc.
1/9/84: Exec. Clerk's Ofc. received copy of signed citation.
1/9/84: Info. copy to Robin Gray, WH Press Office.
1/12/84: Presented by Ambassador Armacost in Manila.

U.S. GOVERNMENT PRINTING OFFICE : 1980-O-334-629

DULLES, John Foster	Department	Subject
		MEDAL OF FREEDOM

The following Citation was delivered to Mrs. Dulles at Walter Reed Hospital by Major Eisenhower on May 19th, 1959, together with a letter from the President for Mr. Dulles.
May 19, 1959

"Dear Foster:

It is an honor and a privilege to award you this Medal of Freedom. Inadequate though it is to express my gratitude and the gratitude of the Nation you have served so well, it does stand as a small token of the affection and esteem that the people of America and of the world hold for you and your tireless efforts on behalf of freedom.

With warm regard,

As ever,

D. E.

The Honorable John Foster Dulles

NOTE: He died on 5/24/59.

CITATION TO ACCOMPANY THE AWARD OF THE
MEDAL OF FREEDOM
TO
JOHN FOSTER DULLES

U.S. GOVERNMENT PRINTING OFFICE 835925

(OVER)

BUNKER, Ellsworth

Department

Subject

Presidential Medal
Freedom

CITATION: (No date was on the Citation)

1968
(with distinction)

For extraordinary leadership and diplomatic service under arduous and taxing circumstances

Ambassador Bunker was awarded the Medal of Freedom with Special Distinction in December of 1963. This award was in recognition of his service over the years as Ambassador to Argentina, Italy, India, and Nepal, his service as President of the American Red Cross, and a number of special and important missions performed as a consultant for the Department of State in the period from 1962 onward.

A second Medal of Freedom with Special Distinction is hereby conferred upon Ellsworth Bunker of Vermont. This second award--the first of its kind--recognizes Ambassador Bunker's service as Ambassador to the Organization of American States from 1964-65. It further recognizes the crucial role he played under the most difficult conditions, in the restoration of democratic processes in the Dominican Republic in 1965-66.

In particular it recognizes the rock-like devotion to duty which led Ambassador Bunker to accept the most difficult and demanding present position in the United States Diplomatic Service overseas, that of Ambassador to the Republic of Vietnam, at the age of nearly 73.

U.S. GOVERNMENT PRINTING OFFICE 768-774-h

In that position, Ambassador Bunker has once again demonstrated extraordinary diplomatic skill, as well as deep sympathy and understanding for the aspirations and efforts of the people and Government of South Vietnam. His quiet and effective leadership of all American activities in Vietnam have made an immeasurable contribution to the progress of our effort to assist that country to determine its own future without external interference.

Through this award, a grateful nation once again pays tribute to one of its most distinguished citizens and public servants.

2/6/68: Original to Mr. Walker W. Smith, Dep. Executive Director, Bureau of East Asia and Pacific Affairs, Dept. of State

In his remarks at Cam Ranh Bay, South Vietnam, on 12/23/67, the President advised that Ambassadors Bunker, Komer, and Locke would receive the Medal of Freedom and that their citations would be presented to them at an appropriate time.

KOMER, Robert W.

Department

Subject

Presidential Medal of
Freedom

CITATION: (No date was on the Citation)

1968

His long record of Government service has been in posts with a high degree of sensitivity, involving often the most confidential relationship with his superiors and with the office of the President. He has brought to these assignments a trained and disciplined mind, high intelligence, unflagging zeal, and an unusual ability to master a wide range of problems. The excellence of his performance, and the depth of his knowledge of the exceedingly complex and difficult problems with which our Government is faced in Vietnam caused the President to appoint him to the post of Deputy to General Westmoreland with the rank of Ambassador, with responsibility for civil operations and revolutionary development support. Taking over his post at a time when the organization of our supporting role was undergoing major changes he has exhibited immense dedication, drive, imagination, organizing ability and skill. He has contributed greatly to the effectiveness of our supporting role and to the steady progress being made in the crucial area of pacification. He has thus made an outstanding contribution to the United States effort in Vietnam.

2/6/68: Original to Mr. Walker W. Smith, Dep. Director, Bureau of East Asian and Pacific Affairs, Dept. of State

OVER

THE WHITE HOUSE
WASHINGTON

October 17, 1991

MEMORANDUM FOR DAVID F. DEMAREST, JR.

FROM: JOSEPH P. DUGGAN *JP*
THROUGH: TONY SNOW
SUBJECT: MEDAL OF FREEDOM FOR W. EDWARDS DEMING

I would like to suggest that the President present the Medal of Freedom to W. Edwards Deming the same week as the Baldrige Awards and the "Quality Workplace" event. Deming richly deserves the honor, and making the award the same week as the other events would accomplish a thematic public affairs hat trick.

To jaded media types, the Baldrige Award after a few years already seems old hat. Honoring Deming during a week of quality awareness would capture the attention and imagination of the general media and especially the business media. Please see the attached Fortune magazine feature. It suggests the lustre may be off the Baldrige Awards, and it calls attention to the high honors Deming has received in Japan but not in his own country.

*Phil: Deming got his Ph.D. at Yale in 1928 -
20 years ago before Bush graduated
(see attached).*

J.P.

IS THE BALDRIGE OVERBLOWN?

The award isn't perfect, takes loads of time and money to apply for, and won't solve all of a company's problems. Beware a focus on winning, instead of on quality. ■ by *Jeremy Main*

COULD IT BE that American business has gone overboard in its enthusiasm for the Malcolm Baldrige National Quality Award? Since Congress established the Baldrige in 1987, it has become the business equivalent of the Grand Slam, the Academy Award, and the Pulitzer. Ads trumpet the accomplishments of winners, and any plausible tie to the Baldrige can become the basis of a new career.

No other business prize has ever attained comparable status—or produced comparable results. The award has established a national standard for quality, and hundreds of major corporations use the criteria in its application form as a basic management guide. Says John Grettenberger, general manager of GM's Cadillac division, which won last year: "Competing motivated the organization to a level I didn't think possible." The Baldrige doesn't even cost taxpayers

much: Industry pays most of the expense.

But consider the warts that have emerged since Ronald Reagan bestowed the first Baldrige trophies on a division of Westinghouse, Motorola, and obscure little Globe Metallurgical of Cleveland. Winners haven't necessarily solved their business problems and gone to capitalist heaven. Despite the superior quality of their wares, IBM, Motorola, and Xerox have all seen their profits and share prices hit hard since they won.

Nor is the Baldrige any guarantee that a company's products are superior. Quality professionals were taken aback when Cadillac won. But the award didn't mean that the General Motors division made the best cars. What the judges recognized was that Cadillac had put together a fine quality-management system. They judged the process, not the product.

Applicants have found the Baldrige pro-

cess an ordeal that can eat up management time and cost hundreds of thousands or even millions of dollars. As with any corporate push, bureaucracy can creep in—jobs and procedures that sap productivity and eventually have to be hacked away. Victory itself can be bittersweet: The program requires winners to spread the quality message by telling their story—over and over again.

The very popularity of the Baldrige "spells trouble," says Joshua Hammond, president of the nonprofit American Quality Foundation and, overall, still an admirer of the award. He sees executives mistaking the Baldrige for a cure-all and warns that it "does not address key elements of business success—innovation, financial performance, and long-term planning." Worries David Nadler, head of Delta Consulting Group in New York City and another Bal-

HOW THE WINNERS ARE DOING

YEAR	COMPANY	LOCATION	1990 SALES	PERFORMANCE SINCE WINNING
1988	GLOBE METALLURGICAL Privately held; produces metal alloys	Cleveland	\$100 million (est.)	In a depressed market, Globe has increased market share; operates at 90% of capacity. Big companies more eager to buy from Globe.
	MOTOROLA Produces radio equipment, cellular phones, micro-processors, and other electronic gear	Schaumburg, Illinois	\$11 billion	Earnings per share dropped for the first time in five years in 1990; design glitches led to delay in delivery of critical chips.
	COMMERCIAL NUCLEAR FUEL DIV. Westinghouse Provides fuel rods for nuclear power plants	Pittsburgh	\$350 million (est. for division)	Two other divisions were runners-up for the Baldrige in 1989 and 1990. But corporate earnings are down.
1989	MILLIKEN Privately held; makes auto and apparel fabrics and carpeting	Spartanburg, South Carolina	\$2 billion (est.)	The textile industry has been in a slump, but Milliken kept its sales even, thanks to its grip on niche markets.
	BUSINESS PRODUCTS AND SYSTEMS GROUP Xerox Produces copiers, printers, workstations, and software	Rochester, New York	\$14 billion (for group)	Improved quality has raised its share of the copier market from 8.6% in early 1980s to 16% today. But profits are down and stock remains below 1987 highs.
1990	CADILLAC MOTOR CAR General Motors Makes luxury cars	Detroit	\$8 billion (est. for division)	GM is losing money in a terrible car market, but Cadillac is holding its market share in competition with new Japanese luxury models.
	AS/400 UNIT IBM Makes intermediate computers	Rochester, Minnesota	\$14 billion (est. for unit)	Rochester unit stands out, increasing its market share, while IBM as a whole flounders.
	FEDERAL EXPRESS Ships parcels around the world	Memphis	\$7 billion	Has lost money in new international operations. Profits are down and shares are worth half their 1987 and 1988 highs.
	WALLACE Privately held; distributes pipes, valves, and fittings for oil and chemical companies	Houston	\$90 million	No windfalls, but has lined up more potential customers than in past 40 years; gets respect from CEOs and presidents, instead of having to kowtow to purchasing agents.

drige fan: "With the growing visibility of the Baldrige, there's growing misunderstanding. The goal of winning may displace the goal of achieving real quality."

Before you shoot for a Baldrige, be clear about what it is, what it is not, and how the process works. Competitors must negotiate a nerve-racking obstacle course set up by the Commerce Department's National Institute of Standards and Technology. Following a complicated 42-page set of instructions, they must submit a mass of data about quality controls and processes, leadership, training, personnel policies, and customer relations—all in not more than 75 pages, please. Volunteer examiners grade the applications. Companies that score 750 or more out of a possible 1,000 points usually become finalists and get a visit by a team of examiners. The teams make recommendations to nine judges, all recruited from industry.

Each year the judges can pick two winners in each of three categories: large manufacturers, large service companies, and businesses with not more than 500 full-time employees. A corporate division can apply, but only one per company per year. So far, the judges haven't felt compelled to hand out all the awards they might. Of 203 applicants in the past three years, just nine won: six manufacturers, two small companies, and one service company (Federal Express).

MOST QUALITY GURUS think the Baldrige is good medicine for your business—provided you don't overdose. The only important consultant who thinks the prize poison is Phil Crosby, an iconoclast who founded a quality-training institute in Florida and wrote a book called *Quality Is Free*. Calling the Baldrige "a negative" likely to promote form filling rather than real quality, he predicts: "Like most government programs, it will have the opposite effect to the one intended." Crosby doesn't think companies should nominate themselves; he says their customers should do it. He believes the absence of financial measures in the prize criteria is a big mistake. And he scorns the paperwork. With some hyperbole, he asks: "What kind of prize is it when you pay someone \$1 million to fill out a form?"

Tom Peters, messianic co-author of *In Search of Excellence*, which helped launch America on the quality kick, thinks the Baldrige a national plus. But he complains the criteria are "strangely silent on the subject of bureaucracy" and contends that three winners—Cadillac, Motorola, and Xerox—



With the 1992 Seville drawing raves, Cadillac's John Grefthenberger has a model to match the medal.

remain "abysmally bureaucratic." He also argues that the Baldrige doesn't take into account a factor consultants call "glow and tingle"—that which makes a customer choose one product over another when their quality is equal.

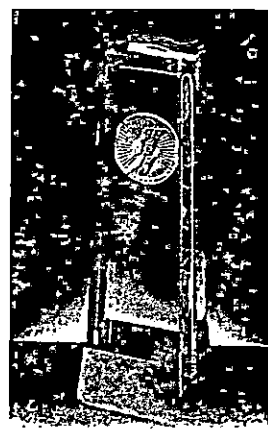
Hammond sees a similar shortcoming. Co-author of a book called *Beyond Quality* scheduled for publication this fall, he argues that as fault-free products become the norm, businesses must seek a higher level of quality he calls a "trust relationship." Customers should have so much confidence in a company's products and services that they become intensely loyal—just as in the old days. Consultant Nadler misses the criterion of speed. He believes the ability to pick up the pace of product development and improvement is becoming crucial.

As with any discipline, the value of the Baldrige criteria depends on how intelligently

they are applied. Hewlett-Packard, IBM, Motorola, and Westinghouse all use the application as a guide for managers, not a prescription for rote behavior. Tom Furey, who ran IBM's Rochester, Minnesota, operation when it made its first bid for the award in 1989 (it was a runner-up), now directs Big Blue's Santa Teresa, California, lab. He requires managers to score their operation every 90 days using the criteria. He has added extra questions dealing with innovation, speed, and leadership, and says: "With those additions, the Baldrige questionnaire becomes a complete tool for management."

The insurance unit of Cigna Corp., the \$18-billion-a-year Philadelphia financial giant, uses the Baldrige as an inspiration, something to shoot for—eventually. Actually applying now, explains senior vice president David Williams, might be too burdensome—and even weaken Cig-

The trophy that makes CEOs' mouths water





KATHERINE LAMBERT

"There are no secrets about winning. If consultants say, 'Here is how it really works,' they're doing a disservice."

CURT REIMANN
Baldridge administrator

na's quality program. Says Williams: "The attention it takes to go for the award over and above the effort of creating a total quality-management process would take us off track." He points out that Motorola was already more than five years into its quality program when it tried for the prize and that applying still required "significant effort." Corning's telecommunications division, which applied in 1989 and did not win, reckoned it put in 7,000 man-hours. Williams thinks Cigna may be ready to apply in 1994.

GLOBE METALLURGICAL, the privately held, \$100-million-a-year Cleveland firm that won in 1988, discovered its newfound celebrity was a mixed blessing. Part-owner Ken Leach spent so much time on speaking tours from Russia to Australia and serving as a senior examiner for the Baldridge competition that he finally felt obliged to quit the company. "My colleagues were very tolerant, but I was doing an awful lot of pro bono work," he explains. Now a quality consultant, Leach helped Wallace Co. of Houston write its winning application last year; this year he has four Baldridge applicants as clients.

The demand for consultants with Baldridge expertise bothers the people who ad-

minister the prize. On the seminar circuit, such knowledge has become a powerful draw. That's one reason 1,332 applicants volunteered for 227 openings this year for the job of examiner, which sometimes includes a modest stipend but normally pays nothing. Most of those chosen are teachers or full-time corporate employees. But a substantial minority are consultants who, when not examining applicants, often help them.

Curt Reimann, the uncommon civil servant who runs the Baldridge program at the National Institute of Standards and Technology, is determined to keep the award above reproach. Reimann, who gets to his office in Gaithersburg, Maryland, at 4:30 A.M. and is often still on the job when other bureaucrats have gone home, gets world-class grades for the way he has designed and run the award. To keep it clean, examiners and judges must divulge all the businesses they're affiliated with and are barred from judging them or their competitors. Examiners can't reveal anything about companies they scrutinize nor ask for information about others in the competition. While on the job, they are not allowed to accept so much as a souvenir pen.

Though no breach of the rules has come to light, the overlap between judging and helping contestants makes Baldridge officials uneasy. Reimann maintains that when a consultant who has built a practice in the quality field signs on as an examiner, he can hardly be expected to give up his livelihood. But some consultants may not be above implying that their inside knowledge of the Baldridge process can help potential clients boost their score. Such claims, Reimann says, are hokum and hurt clients by distracting them from the task of improving quality: "There are no secrets about winning the award. If consultants say, 'Here is how it really works,' they're doing a disservice." Brian Joiner, one of nine Baldridge judges, and himself a consultant, heads a committee that's trying to sort out conflict-of-interest rules, part of Reimann's constant effort to refine and improve the award.

Some of the TV and newspaper ads that Baldridge winners buy to boast of their achievement have also raised eyebrows. After winning last year, Cadillac said in newspaper ads that it was one of 167,000 companies that "applied for consideration." In fact, there were 97 applicants. The Baldridge administrators say the higher figure referred to the number of application guidelines mailed out—many in bulk to single

companies. Cadillac changed the statement as soon as the error was pointed out. But other details in the ads—such as a statement that the Commerce Department had praised Cadillac's 4.9-litre V-8 engine—brought accusations of false advertising from the Texas attorney general.

ABALDRIGE doesn't mean its winner has solved all its problems, even its quality problems. Motorola delayed production of its crucial 68040 microprocessor last year to fix design flaws. In all, 1990 was a bad year for the company. Its stock dropped to about half its historical high, and in the fourth quarter earnings fell for the first time in five years.

Another winner, IBM, is bedeviled with high costs and flagging growth; its stock, too, is depressed. However, the Rochester unit, which won the Baldridge, has steadily increased its share of the market for mid-range computers. Gregory Chagaris of Dataquest, a Silicon Valley market research



"Like most government programs, the Baldridge will have the opposite effect to the one intended."

PHILIP CROSBY
Quality consultant

firm, describes the unit's AS/400 computer as "essentially a failure-proof product."

Cadillac faces not only recession in the auto market but skepticism about its victory. People remember vividly the division's quality problems of the early 1980s, such as the engine that was supposed to fire four, six, or eight cylinders, depending on the power needed, but never worked right. Lately Cadillac has done well, but not spectacularly, in quality surveys. J.D. Power & Associates ranked it fourth in customer satisfaction last year, ahead of all other American makes. But in problems per new car, Cadillac came in 17th, behind many imports and Buick, Lincoln, Mercury, and Oldsmobile. Says David Luther, a senior vice president at Corning and a Baldrige judge: "The choice of Cadillac raised more discussion than any of the other winners. When it was announced, I got calls from colleagues saying, 'Luther, are you crazy?'"

It seems Luther wasn't crazy. In recent years Cadillac has developed a quality process that has transformed every part of the business, from design to customer relations. Says Reimann: "They have been making improvements at an extraordinary rate." The 1992 Seville, the first car conceived under the new regime, is getting rave reviews. *Car and Driver*, often more acerbic than other auto magazines, exclaimed that Detroit had finally delivered an automobile to compete with Mercedes and BMW. While Cadillac sales are off this year by 20%, the brand is holding its share of the luxury market; hot new Japanese models like Toyota's Lexus have made gains at the expense of Cadillac's archrival Lincoln and the Europeans.

NO, the Baldrige is not a panacea. Winning guarantees neither profits nor market share nor growth. And the prize itself is not defect-free. But the award has prompted U.S. business to improve quality as nothing else has done. A recent survey by the General Accounting Office of 20 top scorers in Baldrige competition confirmed that most have improved by critical measures such as market share, sales per employee, return on assets, and the ability to deliver products on time.

Most companies seem to understand that the value of the Baldrige lies in the discipline it inspires and not the prize itself. Of course, winning is nice too. At Du Pont, so many divisions want to apply that the company will need until the turn of the century to give each its turn. **F**

QUALITY FEVER AT FLORIDA POWER

If applying for the Baldrige can be a grind, competing for Japan's Deming prize seems an outright nightmare. Florida Power & Light, the only company outside Japan ever to win the Deming, pushed itself to the brink of nervous collapse in the months before being chosen in 1989.

Baldrige hopefuls must submit an application of up to 75 pages. But candidates for the Deming—named after the American statistician W. Edwards Deming, who helped set Japan on the path to quality after World War II—first have to work with consultants from the Union of Japanese Scientists and Engineers (JUSE) for as many as several years before they can be considered. The application can run to 1,000 data-crammed pages. Once it has been accepted in Tokyo, JUSE inspectors descend on the company to pick it to pieces.

In his book *Winning With Quality*, John Hudiburg (above left), chairman when FPL got the prize, describes the winning effort. One of the utility's two executive vice presidents was assigned to run the Deming campaign full time. He supervised a hierarchy of data gatherers, reviewers, and quality teams. Each unit followed a seven-step quality-improvement process. Employees worked so much overtime, claims Hudiburg, that the company cafeteria served more people on weekends than on weekdays.

One thousand employees were prepped to talk with the inspectors, which meant being ready to answer any conceivable question with a detailed factual response of not more than three minutes. "The company resembled a giant ant colony," says Hudiburg, with employees trundling mountains of data stored in milk crates around headquarters. When the Turkey Point nuclear plant had to deal with a drug investigation as well as the Deming exam, em-

ployees there worked 90 hours a week. (No one was arrested and little evidence of drug use turned up.)

The victory started to sour even before the award was announced. James Broadhead (right) arrived from GTE to

become CEO of the utility's parent, FPL Group, early in 1989.

He thought the quality efforts misguided. Hudiburg writes that relations between him and Broadhead became so strained

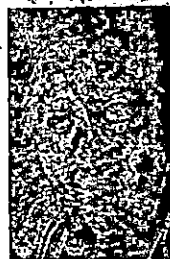
that Hudiburg decided to retire at the beginning

of 1990. Broadhead met with employees and discovered widespread resentment of the quality effort. "I was most troubled," he wrote in a memo to the staff, "by the frequently stated opinion

that preoccupation with process had resulted in our losing sight of one of the major tenets of quality improvement, namely, respect for employees." He found "less recognition for making good business decisions than for following the QI [quality improvement] process."

Broadhead launched a reorganization that earned him the nickname Broadax. He dismantled much of the quality bureaucracy, streamlined reporting systems, and gave employees more freedom to solve problems their own way. The executive vice president for quality and other senior managers have left. The new CEO also dumped unpromising nonutility businesses, such as insurance, which had not been part of the quality effort. The company took a \$752 million write-down in 1990, resulting in a net loss of \$391 million.

For all that Hudiburg wrought, the Florida Public Service Commission doesn't seem wild about FPL's quality. Though what regulators call justified complaints made by customers against FPL have dropped markedly in the past decade, the rate per thousand users remains higher than for the three other major private utilities in the state.



He loved it.



He loved it not.



The Deming

WHO'S WHO IN THE WORLD, 1989/90

DEMING, WILLIAM EDWARDS, statistics educator, consultant. BS. U. Wyo., 1921. LLD (hon.), 1958; MS. U. Colo., 1924. LLD (hon.), 1987;

PhD. Yale U., 1928. ScD (hon.), Rivier Coll., 1981. Ohio State U., 1982. Md. U., 1983. Clarkson Inst. Tech., 1983; D in Engring (hon.), U. Miami, 1985. LLD (hon.), George Washington U., 1986. D in Engring (hon.), 1987; DSc (hon.), U. Colo., 1987. Instr. engring. U. Wyo., 1921-22; asst. prof. physics Colo. Sch. Mines, 1922-24. U. Colo., 1924-25; instr. physics Yale U., 1925-27; math. physicist USDA, 1927-39; adviser in sampling Bur. of Census, 1939-45; prof. stats. NYU Grad. Sch. Bus. Adminstrn., N.Y.C., from 1946; cons. research. industry, 1946—; statistician Allied Mission to Observe Greek Elections, 1946; cons. sampling Govt. India, 1947. 51, 71; adviser in sampling techniques Supreme Command Allied Powers, Tokyo, 1947-50. High Commn. for Germany, 1952. 53; mem. UN Sub-Commn. on Statis. Sampling, 1947-52; lectr. various univs., Germany, Austria, 1953. London Sch. Econ., 1964. Institut de Statistique de U. Paris, 1964; cons. Census Mex., Bank of Mex., Ministry Economy Mex., 1954. 55; cons. Statistisches Bundesamt, Wiesbaden, Fed. Republic Germany, 1953. Central Statis. Office Turkey, 1959—, China Productivity Ctr., Taiwan, 1970. 71; Inter Am. Statis. Inst. lectr., Brazil, Argentina. Author: Quality, Productivity, and Competitive Position, 1982. Out of the Crisis, 1986; contbr. numerous articles to prof. publs. Decorated 2d Order medal of the Sacred Treasure (Japan); elected Most Disting. Grad., U. Wyo., 1972; recipient Taylor Key award Am. Mgmt. Assn., 1983; enshrined in the Engring. and Sci. Hall of Fame, 1986. Fellow Am. Statis. Assn., Royal Statis. Soc. (hon.), Inst. Math. Stats.; mem. Am. Soc. Quality Control (hon. life. Shewhart medal 1955), Internat. Statis. Inst., Philos. Soc. Washington, World Assn. Pub. Opinion Research, Market Research Council, Biometric Soc. (hon. life), ASTM (hon.), Union Japanese Scientists and Engrs. (hon. life) (chr. and cons to Japanese industry 1950-52. 55. 60. 65—, honored in establishment of Deming prizes), Japanese Statis. Assn. (hon. life), Deutsche Statistische Gesellschaft (hon. life), Ops. Research Soc. Am., Nat. Acad. Engring., Dayton Hall of Fame. Home and Office: 4924 Butterworth Pl Washington DC 20016

AMERICAN MEN AND WOMEN OF SCIENCE 1989/90

DEMING, WILLIAM EDWARDS, b Sioux City, Iowa, Oct 14, 00; m 32; c 3. MATHEMATICAL STATISTICS. Educ: Univ Wyo, BS, 21; Univ Colo, MS, 24; Yale Univ, PhD(physics), 28. Hon Degrees: LLD, Univ Wyo, 58; ScD, Rivier Col, 81, Ohio State Univ, 82, Md Univ, 83 & Clarkson Univ, 83; Dr Eng, Univ Miami, 85, George Wash Univ, 87 & Fordham Univ, 88. Prof Exp: Instr elec eng, Univ Wyo, 21-22; from instr to asst prof physics, Colo Sch Mines, 22-24; asst prof, Univ Colo, 24-25; Instr, Yale Univ, 25-27; physicist, Bur Chem & Soils, USDA, 27-39; sampling adv, US Bur Census, 39-45; PROF STATIST, NY UNIV, 46-; DISTINGUISHED PROF, COLUMBIA UNIV, 85- Concurrent Pos: Spec lectr, Bur Standards, 30-41; head dept math & statist, USDA Grad Sch, 33-53; consult to various countries, 40-; adv sampling, US Bur Budget, 45-53; statist consult, NY Univ, 46-; adv sampling tech, Supreme Command of Allied Powers, Tokyo, 47 & 50, High Comn Germany, 52 & 53; mem, UN Sub-Comn Statist Sampling, 47-52; teacher & consult, Union Japanese Scientists & Engrs, Japan Indust, 50; exchange scholar, Germany, 52 & 53; lectr, Univ Kiel, Inst Social Res, Frankfurt, Tech Acad, Wuppertal-Eibelfeld, Gutenberg Tech Univ & Australian Inst Econ Res, Vienna, 53. Honors & Awards: Shewhart Medal, Am Soc Qual Control, 56. Mem: AAAS; Math Asn Am; fel Am Statist Asn (vpres, 41); fel Inst Math Statist (pres, 45); Opera Res Soc Am. Res: Fundamentals of statistical inference; statistical logic in administration; applications in demography, sociology, medicine and industry; statistical theory of failure; application to depreciation; application to complex apparatus; schizophrenia. Mailing Add: 4924 Butterworth Pl Washington DC 20016

THE WHITE HOUSE

WASHINGTON

October 9, 1991

MEMORANDUM FOR GENERAL SCOWCROFT

FROM: Phillip D. Brady

SUBJECT: Medal of Freedom Notification

As you know, the President would like to award the Presidential Medal of Freedom to General Vernon Walters. The ceremony is scheduled for November 18 at 11:30, with luncheon following from 12:00-1:00.

Would you like to call Walters to extend the President's invitation? The Social Office would follow this call up with details on how many guests he may bring, etc. You should ask Walters to keep this confidential for now; the President will not announce the list of recipients for this ceremony until November.

Thank you.

Done
10/10/91

10

THE WHITE HOUSE

WASHINGTON

October 22, 1991

MEMORANDUM FOR LAURIE FIRESTONE *LF*

FROM: Phillip D. Brady

SUBJECT: Medal of Freedom Ceremony -- November 18

We have notified the recipients of the Medal of Freedom that the President will award them the Medal in a ceremony on November 18. Per our discussion, we told the recipients that the Social Office would be in contact with them to discuss the particulars of the event. Finally, we asked the recipients to keep their invitations confidential for the time being; a public announcement of these names will be made later.

The names and addresses of those who have accepted are:

Rev. Leon Sullivan (I spoke to him)
1501 North Broad Street
Philadelphia, PA 19122
(215) 236-7578 or (602) 951-9389

Gen. Vernon Walters (Gen. Scowcroft spoke to him)
4141 North Henderson Road
Arlington, VA 22203
(703) 522-2455

Thomas P. (Tip) O'Neill (Fred McClure spoke to him)
1310 21st St., N.W.
Washington, DC
(202) 466-6555

Don Luis Ferre (Andy Card spoke to him)
GPO Box 4487
San Juan, PR 00936
(809) 842-0078

Russell Train (Mike Deland spoke to him)
World Wildlife Fund
1250 24th St., N.W.
Washington, DC 20037
(202) 293-4800

Hanna Gray (Roger Porter spoke to her)
University of Chicago
5801 Ellis Avenue
Chicago, IL 60637
(312) 702-8800 (w)

William F. Buckley, Jr. (The Chief of Staff spoke to him)
Editor at Large
National Review
150 East 35th St.
New York, New York 10016
(212) 679-7330 (w)

Betty Ford (Andy Card spoke to her)
P. O. Box 927
Rancho Mirage, CA 92270
(619) 324-1763 (the Ford Library)

Ted Williams is unconfirmed at this time. His address is:
P.O. Box 1629
Hernando, CA 32642
(904) 746-5875 (h)/(904) 746-6121 (w)

Besides Ted Williams, we anticipate that there will be a tenth recipient, and we will provide you this information as soon as possible.

Thanks.

THE WHITE HOUSE
WASHINGTON

October 22, 1991

MEMORANDUM FOR THE PRESIDENT

FROM; Phillip D. Brady 
SUBJECT: Medal of Freedom Ceremony

Betty Ford and Hanna Gray have both accepted your invitation to receive the Medal of Freedom.

We made some informal contacts to see whether a representative of Theodor Geisel (Dr. Seuss) would be able to accept the Medal of Freedom on his behalf on November 18. We have not, however, contacted his widow Audrey directly, because we have learned a memorial service will be held that day. Accordingly, we will hold the name for a later ceremony.

Because of his poor health, we would propose that you return to the original plan of awarding the Medal to Professor Friedrich von Hayek but permit a representative to accept the award for him. (Von Hayek lives in Freiburg, Germany and cannot travel.)
// If you concur, we would ask him to designate a representative such as a family member.

Should this not work, so we do not have to trouble you again with this, we would revert to your alternate list of astronaut Alan Shepard and architect I. M. Pei, in that order.

Thank you.

THE WHITE HOUSE
WASHINGTON

DATE: 9-7-91

FROM THE PRESIDENT

TO: Phil Brady cc. C of S.

Re: Medal of Freedom

Attached is a list fo 10 with 3
alternates.

Be ure Solzhenitsin is checked
out by NSC as to relevance given
changes in USSR.

Are there any U.S. ~~Platis~~ ^{Baltic People} that would
qualify...

Yes, for a lunch on Nov. 20th.

Discuss your idea about Pres. Reagan

I like it.

CAMP DAVID

9-7-91

To: Phil Brady cc John Sununu

Medal of Freedom (here we go again)

Let's go with:

1. Rev Leon Sullivan
- 2. Lt./ Gen Vernon F Walters
- 3. Tip O'Neill
- 4. Don Luis Ferre
5. Ted Williams
6. Russell Train
7. Martha Raye
8. James Coleman
9. Alexander Solzhenitsyn
10. Wm F. Buckley

ALTERNATES in Order:

Shepard, Alan

Von Hayek ,Friedrich

I.M.Pei

THE WHITE HOUSE

WASHINGTON

September 5, 1991

MEMORANDUM FOR THE PRESIDENT

THE PRESIDENT HAS SEEN

FROM: Phillip D. Brady *CPH*
SUBJECT: Presidential Medal of Freedom

Pursuant to your request, a civilian Medal of Freedom ceremony has been tentatively scheduled for November 20. This memorandum is intended to reconfirm your intention to host this event and obtain guidance on the next steps in the process.

Based on previous discussions and your notes on earlier memoranda (attached), a potential recipient list could include:

Rev. Leon Sullivan (already advised a likely recipient)
Tip O'Neill
Don Luis Ferre
Ted Williams (already advised a likely recipient)
Martha Raye

Other individuals whom you indicated as possibilities or who have received strong support are:

William F. Buckley
John Hope Franklin (leading historian of Black history)
Gil Grosvenor
Lionel Hampton
Friedrich von Hayek (90 years old, Austrian free-market economist strongly supported by conservative leaders and Arnold Schwarzenegger)
Arnold Palmer
Lewis Powell
Alan Shepard
Aleksandr Solzhenitsyn
Paul Mellon
I. M. Pei
James Coleman (author of several landmark studies on education, recommended by Sec. Alexander)

Two other individuals not previously discussed whom you may wish to consider are:

Vernon Walters (Gen. Scowcroft advises you may wish to award the Medal at a separate event in the Residence. Amb. Walters received the Citizens Medal in 1989)
Russell Train (recommended by Administrator Reilly)

Assuming you continue to wish to award the Medal to the five individuals on the potential recipient list, additional possibilities to balance this ceremony are underscored for a total of nine potential recipients. You presented five medals in the 1989 ceremony, and there were five Medal of Freedom recipients in the Persian Gulf awards ceremony.

Finally, the November 20 Medal ceremony is scheduled from 11:30 to 12:00. Your guidance is requested on whether you and the First Lady would also wish to host a luncheon or a small reception thereafter.

Thank you, and please let me know if I can provide further background or information on these candidates.

Addendum: With respect to the Medal of Freedom generally, consideration might also be given to a surprise presentation to former President Reagan when you attend his library dedication on November 4. The Executive Order establishing the Medal states that it may be awarded to any person who has made "an especially meritorious contribution to (1) the security or national interests of the United States or (2) world peace." The Medal has never been presented to a living former President, but it was awarded to Presidents Kennedy and Johnson posthumously.

THE WHITE HOUSE

WASHINGTON

May 22, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: Phillip D. Brady *PD*
SUBJECT: Presidential Medal of Freedom

*Phil
I've made
a few more
notes.*

Pursuant to your request, confidential discussions have been held with the Chief of Staff, Director Darman, Secretaries Baker and Brady, and Boyden Gray to obtain the benefit of their thoughts on potential recipients of the Medal of Freedom.

In the interests of preserving your flexibility, the reviewers did not see the names of General Scowcroft, Secretary Baker, Secretary Cheney, and General Powell. Also, please note that the attached list does not include Lord Carrington, David Packard, and George Shultz because they have all previously received the Medal.

Attached is the list which was reviewed, including any pertinent comments:

POSSIBLE CANDIDATES FOR THE PRESIDENTIAL MEDAL OF FREEDOM

DAVID BRINKLEY, journalist. (WH staff recommendation) (Sec. Brady and others question the appropriateness at this time, since he is still very active at ABC) *I agree*

✓ WILLIAM F. BUCKLEY, JR., journalist, editor, and author. (WH staff recommendation) (Supported by Governor Sununu and Sec. Brady)

JOHN SHERMAN COOPER, former Senator and Ambassador. (Posthumous.) (WH staff recommendation) (Supported by Sec. Baker but otherwise not singled out by reviewers)

P/ Did he get Yale degree? W. EDWARD DEMING, business leader. Introduced the idea of quality control. (Secretary Mosbacher, public nominations) (Not singled out by reviewers)

MARJORY STONEMAN DOUGLAS, author and environmentalist. Leader in preserving the Florida Everglades. (WH staff) (Not singled out by reviewers)

Yes → LUIS FERRE, Puerto Rican civic leader. (WH staff) (Supported by Sec. Baker but otherwise not singled out by reviewers)

OK ✓ JOHN HOPE FRANKLIN, historian. One of the leading historians of Southern and Black history. (WH staff) (Supported by Dick Darman and Boyden Gray)

THEODORE GEISEL (Dr. Seuss), children's author. (Public) (Not supported or otherwise not singled out by reviewers)

OK ✓ GIL GROSVENOR, geographer. (WH staff) (Not supported or otherwise not singled out by reviewers)

OK ✓ LIONEL HAMPTON, jazz musician. (WH staff) (Supported by Sec. Baker but otherwise not singled out by reviewers)

FRIEDRICH VON HAYEK, economist. Wrote The Road to Serfdom. (Numerous conservative leaders, public) (Supported by Dick Darman and Boyden Gray)

DONALD A. HENDERSON, public health official. Directed the World Health Organization's global campaign to eradicate smallpox. (Dr. Bromley, Presidents of the National Academy of Sciences and the Institute of Medicine) (Not singled out by reviewers)

OK Yes ✓ LADY BIRD JOHNSON, former First Lady, conservationist. (WH staff) (Not supported or otherwise not singled out by reviewers)

GENE KELLY, actor. (WH staff) (Not singled out by reviewers)

✓ **JOHN CARDINAL KROL**, former Archbishop of Philadelphia (WH staff)
(Supported by Sec. Baker as an alternate but otherwise not
singled out by reviewers)

MAX LERNER, professor and columnist. (William F. Buckley, Jr.)
(Not singled out by reviewers)

BILL MAULDIN, cartoonist; Willie and Joe cartoons of World War
II. (David Bates) (Not singled out by reviewers)

BISHOP WALTER MCCOLLOUGH, minister and homebuilder, founder of
United House of Prayer. (President Ford) (Not singled out by
reviewers)

JOHN MCGOVERN, physician and educator, University of Texas at
Houston medical school. Founded the renowned McGovern Allergy
Clinic. (Secretary Mosbacher, public) (Not singled out by
reviewers)

possible ✓ **TIP O'NEILL**, former Speaker of the House of Representatives (WH
staff) (Supported by all)

ARNOLD PALMER, professional golfer. (WH staff) (Not singled out
by reviewers)

I. M. PEI, architect. (WH staff) (Strongly supported by Dick
Darman)

possible ✓ **LEWIS POWELL**, former Supreme Court Justice. (WH staff)
(Supported by Boyden Gray and by Sec. Baker as an alternate)

MARTHA RAYE, actress. Entertained for US troops in World War II,
Korea, and Vietnam. Wounded twice. (Secretary Cheney, Gen.
Westmoreland, veterans' organizations) (General support by all)

RABBI ARTHUR SCHNEIR, religious leader. President of the Appeal
of Conscience Foundation. (Rep. Bill Green) (Not singled out by
reviewers)

✓ **ALAN SHEPARD**, first American to enter space. (WH staff)
(Supported by Sec. Baker but otherwise not singled out by
reviewers)

R. SARGENT SHRIVER, government official. (Public) (Not supported
or otherwise singled out by reviewers)

possible ✓ **ALEKSANDR SOLZHENISTYN**, author. (WH staff) (Supported by Dick
Darman and Boyden Gray and by Sec. Baker as an alternate)

yes ✓ **LEON SULLIVAN**, minister and community leader. (Secretary Kemp)
(Supported generally by all)

MO UDALL, former U.S. Representative from Arizona. (WH staff)
(Tip O'Neill would be first choice of reviewers)

ARMANDO VALLADARES, human rights activist and ambassador. (WH staff) (Not singled out by reviewers; previously received the Citizens' Medal)

SAM WALTON, businessman. Founded the Wal-Mart chain. (Secretary Kemp) (Supported or otherwise not singled out by reviewers)

ELIE WIESEL, author and journalist. (WH staff) (Supported or otherwise not singled out by reviewers)

✓ TED WILLIAMS, professional baseball player. (WH staff) (Supported by all)

Other names mentioned during the review:

ALEX HALEY, author. (Secretary Alexander. He still intends to provide a recommendation of an educator.

JOE DIMAGGIO, professional baseball player

✓ HERMAN WOUK, author (The Caine Mutiny, W (Secretary Brady)

✓ PAUL MELLON, philanthropist. (Secretary



ABOARD AIR FORCE ONE

Put down

In sum, taking into consideration the above, include representatives from a variety of professions, the potential recipients who garnered the most support are:

- ✓ (General Scowcroft)
- ✓ William F. Buckley, Jr.
- ✓ John Hope Franklin
- ✓ Friedrich von Hayek
- ✓ Tip O'Neill
- ✓ I. M. Pei
- ✓ Martha Raye
- ✓ Alan Shepard
- ✓ Aleksandr Solzhenitsyn
- ✓ Leon Sullivan
- ✓ Ted Williams

✓ *Lionel Hampton*

*Need a distinguished
"educator"*

With respect to the question you raised about awarding the Medal "with distinction," this relates to the reference in the relevant Executive Order that the Medal "shall be in two degrees." However, the practice has fallen into general disuse (except that President Ford presented all Medals "with

distinction"). The last person to receive the Medal "with distinction" was Secretary Weinberger.

Finally, please find attached at TAB A the earlier memorandum on potential Medal of Freedom recipients which provides additional information on each.

At TAB B are two general articles on Rev. Leon Sullivan. In response to your inquiry as to his general reputation, it would appear that he continues to be well regarded. On balance, Rev. Sullivan has been a visionary leader in his community whose contributions to job training -- more than 1 million people have received job training through his Opportunities Industrialization Centers -- make him worthy of consideration for the Medal. However, a review of Nexis materials reveals some critical comments he made towards the last Administration, and he did invite Rev. Louis Farrakhan to address his church in Philadelphia. Deputy Secretary Eagleburger recently met with him, and we can seek his opinion quietly if that would be helpful.

Thank you.

Yes seek Lany's view³
but I think it's a "go"

THE WHITE HOUSE
WASHINGTON

Patty - do not put through the system

DATE: 5-18-91

FROM THE PRESIDENT

TO: Phil Brady.

Good food for thought here.

Let's keep on keeping on.

What does it mean :WITH DISTINCTION?

Some others to consider:

Lionel Hampton

Lady Bird Johnson

Tip O'Neil

George Schulz

Lord Peter Carrington

Colin Powell

Luis Ferre

David Packard

Ted Williams

An Educator- ask Lamar.

Put all the names you gave me and mine on a list (except Brent) and ask for in-house opinion

Boyden, Darman John S, Baker, Brady

Do not give cc to any. Just show them list ask for priority.

QUALITY.... DISTINGUISHED SERVICE

THE WHITE HOUSE

WASHINGTON

May 17, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: Phillip D. Brady *PD*
SUBJECT: Medal of Freedom

Pursuant to your request, please find attached a list of possible recipients of the Medal of Freedom based on your guidance and on nominations we have received.

This list includes the significant nominations we have received from the public as well as previously submitted suggestions from members of the White House staff. This is, of course, a preliminary list which reflects an effort to include representatives of a variety of professions. For your information, also attached at TAB A is a copy of an earlier memorandum from Jim Cicconi on this subject, which includes some of the names listed here.

The last presentation of the Medal of Freedom in a major ceremony was on July 6, 1989. Attached at TAB B is a list of the eight individuals to whom you have awarded the Medal as well as a list of recipients from prior Administrations which you may find of interest. As we discussed, it's recommended that consideration be given to holding another presentation ceremony around July 4 consistent with both your previous practice and the intent of the 1963 Executive Order establishing the Medal. Also, to the extent that some presentations are made on the basis of conduct during the Gulf crisis, it's notable that July 4 is the date set aside for a day of special celebration for our returning troops.

One possible list of awardees could include:

General Scowcroft ✓
David Brinkley
William F. Buckley, Jr.
Marjory Stoneman Douglas
John Hope Franklin
I.M. Pei
Martha Raye
Alan Shepard
Mo Udall
Elie Wiesel

*Educator?
(Ash Lamm)*

Geo Schultz ? Lady Birch
T.P. O'Neil ?
Lionel Haydon ?
Peter Carrington ?
Colin Powell ?

In addition, consideration could be given to W. Edward Deming, Gil Grosvenor, Donald Henderson, Justice Powell, Friedrich von *?*

what does it mean "With Distinction" ?

let's try to get list same size and as prestigious

Lucas Finner

*Birch
Pacard*

Hayek, and Leon Sullivan. With regard to Rev. Sullivan, pursuant to your request we are conducting a Nexis search and otherwise seeking to obtain relevant background information which we will then provide to you.

Also, with respect to your request that the process for Judge Webster to receive the National Security Medal be initiated, please know that General Scowcroft is very supportive. NSC, which has responsibility for this Medal, is preparing the necessary paperwork.

There is no limit on the number of Medals you may award at one time.

Hope this is helpful as a first start. Please know that background checks will be conducted on any candidates you ultimately select.

THE PRESIDENT HAS SEEN

THE WHITE HOUSE
WASHINGTON

May 31, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: Phillip D. Brady *pph*
SUBJECT: Presidential Medal of Freedom

*stay loose
we may do in
another way
Disuss!*

During your review of the May 22 memorandum on the Medal of Freedom attached at TAB A, you checked or otherwise noted the following individuals in addition to General Scowcroft as potential recipients.

WILLIAM F. BUCKLEY, JR., journalist, editor, and author.

LUIS FERRE, Puerto Rican civic leader.

JOHN HOPE FRANKLIN, historian. One of the leading historians of Southern and Black history.

GIL GROSVENOR, geographer.

LIONEL HAMPTON, jazz musician.

LADY BIRD JOHNSON, former First Lady, conservationist.

GENE KELLY, actor.

TIP O'NEILL, former Speaker of the House of Representatives

MARTHA RAYE, actress. Entertained for US troops in World War II, Korea, and Vietnam. Wounded twice.

ALAN SHEPARD, first American to enter space.

LEON SULLIVAN, minister and community leader.

TED WILLIAMS, professional baseball player.

PAUL MELLON, philanthropist.

Roy Acuff ?

*GB
6-2*

Besides the 13 names you checked, you also listed three others as "possible," Solzhenitsyn, Powell, and Palmer. As you will recall, during your first presentation of the Medal in July 1989 five medals were awarded, although a larger number for a ceremony this year would appear to be appropriate given the relatively small number of Medals you have awarded to date. It's also my understanding from the Chief of Staff that you may wish to award the Citizens' Medal to Ted Williams (and Joe DiMaggio) at a separate event.

Per your request, Secretary Alexander has recommended six names from whom to choose an awardee in the field of education:

JAMES COLEMAN, sociologist and author of several landmark studies on education including Equality of Educational Opportunity (known as the "Coleman Report"), a 1965 Congressionally mandated study comparing the differences between black and white schools. In 1975 he published a study on court-ordered busing and in 1981 a study comparing the achievement levels of children in public and non-public schools.

MORTIMER ADLER, philosopher, educator, and currently editor-in-chief of the Encyclopedia Britannica. One of the original proponents of the "Great Books of the Western World" and originator of the "Paideia Plan" for education which introduces children to the classics and classical thought at an early age.

JACQUES BARZUN, philosopher and historian, retired professor at Columbia University. One of the founders of the Council for Basic Education in 1958.

WILL FITZHUGH, former public school teacher who founded The Concord Review, which publishes fine historical writing by high school students. He has devoted his career and fortune to this project.

JAMES COMER, child psychologist currently teaching at Yale University.

Of the list, Secretary Alexander recommends Coleman first (a recommendation in which Dick Darman concurs) and Mortimer Adler second.

Finally, Patty and I have discussed the potential of making certain Persian-Gulf related medal presentations on June 8 but believe a later presentation including a variety of recipients is probably preferable.

Thank you.

THE PRESIDENT HAS SEEN

Phil- I thought it was to be the Medal of freedom if it all checks out
as apparently it does... If we had Seuss does that make 10? please advise!!!! GB

THE WHITE HOUSE

10-14-91

WASHINGTON

October 11, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: Phillip D. Brady

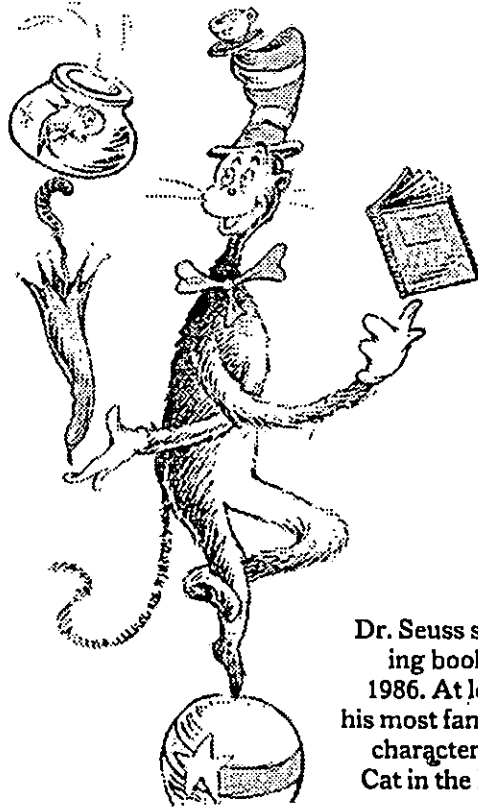
SUBJECT: Theodor Geisel

You recently asked us to investigate the possibility of awarding a Presidential medal to Theodor Geisel (Dr. Seuss). We have conducted a brief NEXIS search of recent articles on him and found nothing controversial, although you may be interested to know that in 1984 he wrote a children's book, "The Butter Battle Book," which allegorically treated nuclear deterrence in a critical way. For your reference, the New York Times obituary is attached.

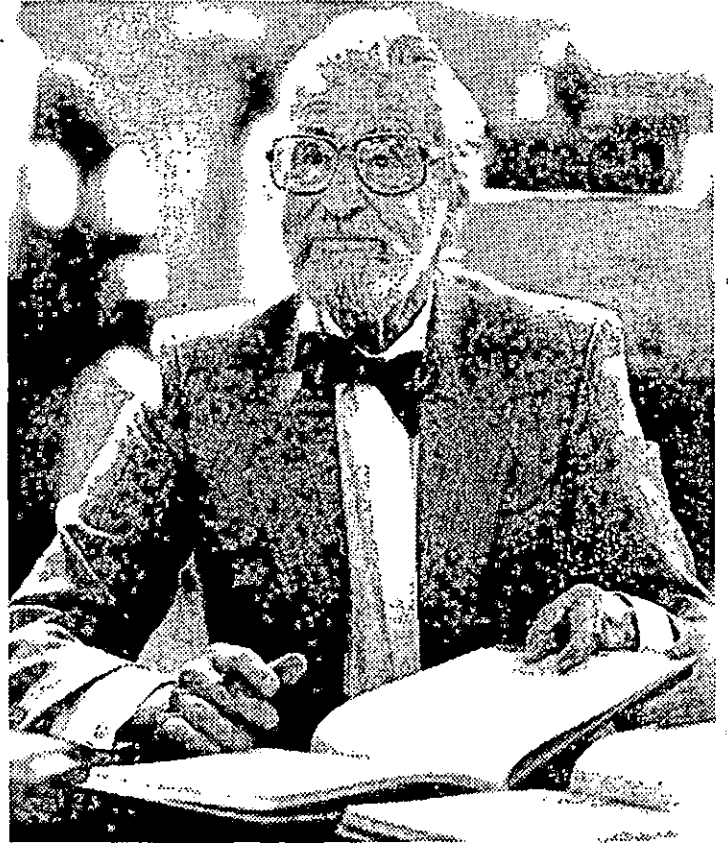
Should you wish to give Mr. Geisel some posthumous recognition, you can award either the Presidential Medal of Freedom (the Nation's highest civilian honor) or the Presidential Citizens' Medal (the second highest honor, awarded only to Americans for lifetime accomplishments in a particular field).

Please let us know what you would like to do. Thank you.

Dr. Seuss, Modern Mother Goose, Dies at 87



Dr. Seuss signing books in 1986. At left is his most famous character, the Cat in the Hat.



Kim Garnick

By ERIC PACE

Theodor Seuss Geisel, the author and illustrator whose whimsical fantasies written under the pen name Dr. Seuss entertained and instructed millions of children and adults around the world, died in his sleep on Tuesday night at his home in La Jolla, Calif. He was 87 years old.

The exact cause of death was unclear, said Jerry Harrison, who oversees children's books for Random House, Mr. Geisel's longtime publishers. Mr. Harrison said the author had been suffering from an infection of his jawbone that had become acute in recent months.

"We've lost the finest talent in the history of children's books," Mr. Harrison said in a telephone interview, "and we'll probably never see one like him again."

Mr. Geisel's work delighted children

by combining the ridiculous and the logical, generally with a homely moral. "If I start out with the concept of a two-headed animal," he once said, "I must put two hats on his head and two toothbrushes in the bathroom. It's logical insanity."

Mr. Geisel's first book, "And to Think That I Saw It on Mulberry Street," appeared in 1937. It was followed by such classics as "Horton Hatches the Egg" in 1940 and "The Cat in the Hat" in 1957.

Over the years, zany animal characters, names and book titles were the Dr. Seuss trademarks. There was "Yertle the Turtle" (1958), "Fox in Socks" (1965), "Mr. Brown Can Moo! Can You?" (1970) and others too improbable to mention.

But the archetypal Seuss hero, many connoisseurs felt, was Horton, a conscientious pachyderm who was duped by a lazy bird into sitting on her egg. Horton stuck to the job for many weeks, despite dreadful weather and other harassments, saying, "I meant what I said and I said what I meant; an elephant's faithful 100 percent." His virtue was finally rewarded when the egg hatched and out came a creature with a bird's wings and an elephant's head.

Mr. Geisel won the hearts and minds of children "by the sneaky stratagem

of making them laugh," Richard R. Lingeman wrote in a review in The New York Times. He also charmed adults, especially with "Oh, the Places You'll Go!," a 1990 book he wrote for adult readers as well as children, which has been on The New York Times best-seller list for 79 weeks.

Sales of "Horton Hatches the Egg," "The Cat in the Hat" and other children's books by Mr. Geisel totaled well over 200 million copies, Kathleen Fogarty, the director of publicity for Random House Books for Young Readers, said. She said he had written 48 books in his long career, some of them meant for adults as well as children.

In 1984, he won a special Pulitzer citation "for his contribution over nearly half a century to the education and enjoyment of America's children and their parents."

Mr. Geisel — he pronounced the name GUYSS-ell — was also the founder and a longtime executive of Beginner Books, a publishing concern bought by Random House. Its books for young children, some by Dr. Seuss, have sold more than 50 million copies and are in school libraries in countries around the world. His books have been translated into 20 languages, Ms. Fogarty said.

"Adults Are Obsolete Children"

Mr. Geisel began using his middle name as a pen-name for his cartoons because he hoped to use his surname as a novelist one day. But when he got around to doing a grown-up book — "The Seven Lady Godivas" in 1939 — the grown-ups did not seem to want to buy his humor, and he went back to writing for children, becoming famous and wealthy.

"I'd rather write for kids," he later

The Seuss Fauna In Nearly 50 Books

The improbable creatures and landscapes created by Theodor Seuss Geisel appear in nearly 50 books published over more than a half-century. These are some of his best-known works.

And to Think That I Saw It on Mulberry Street 1937

The 500 Hats of Bartholomew Cubbins 1938

Horton Hatches the Egg 1940

Horton Hears a Who! 1954

How the Grinch Stole Christmas! 1957

The Cat in the Hat 1957

Yertle the Turtle 1958

The Cat in the Hat Comes Back 1958

One Fish Two Fish Red Fish Blue Fish 1960

Green Eggs and Ham 1960

Fox in Socks 1965

Mr. Brown Can Moo! Can You? 1970

The Lorax 1971

The Butter Battle Book 1984

You're Only Old Once! 1986

Oh, the Places You'll Go! 1990

explained. "They're more appreciative; adults are obsolete children, and the hell with them."

When Mr. Geisel was interested or amused, which was very often, his eyes would light up with boyish warmth.

With his lank hair, beaky nose and neat bow ties, he looked rather like the college professor he had originally set out to be. Though he never earned a doctorate, his alma mater, Dartmouth College, gave him an honorary one.

The world of Mr. Geisel's imagination was nourished by his childhood visits to the zoo in Springfield, Mass. He was born in Springfield on March 4, 1904, the son of Theodor R. Geisel, the Superintendent of Parks, and Henrietta Seuss Geisel.

Superintendent Geisel, the son of an émigré German cavalry officer who founded a brewery in Springfield, expanded the zoo and liked to show it off to his son.

In the Cage With the Lions

"I used to hang around there a lot," Mr. Geisel recalled in an interview. "They'd let me in the cage with the small lions and the small tigers, and I got chewed up every once in a while."

After graduating from high school, he majored in English at Dartmouth, where he contributed cartoons to the campus humor magazine, Jack-O'-Lantern, and became its editor. He graduated with a B.A. in 1925. Then followed a year of graduate work in English literature at Lincoln College of Oxford University, after which he spent a year traveling in Europe.

In 1927, Mr. Geisel married Helen Marion Palmer of Orange, N.J., a teacher he had met when they were studying at Oxford. It was she who persuaded him to give up thoughts of teaching and make drawing a career.

'These Fabulous Animals'

"Ted's notebooks were always filled with these fabulous animals," she later recalled. "So I set to work diverting him; here was a man who could draw such pictures; he should be earning a living doing that."

In addition to serving as her husband's business manager and helping edit his books, she wrote children's books under her maiden name.

Mr. Geisel began contributing humorous material to Vanity Fair, Liberty, Judge and other magazines. But when he first became famous, it was for drawing the "Quick Henry, the Flit!" insecticide advertisements.

Mr. Geisel also wrote for the movies. His documentary films "Hitler Lives" and "Design for Death" won Academy

Awards in 1946 and 1947, and his cartoon short "Gerald McBoing Boing" won an Oscar in 1951. He also designed and produced cartoons for television, including the Peabody Award-winning "How the Grinch Stole Christmas!" and "Horton Hears a Who!"

Among his later books were some on serious topics. In "The Butter Battle Book" (1984), he introduced young readers to the dangers of the nuclear arms race. In 1986, in "You're Only Old Once!," he addressed the problems of old age in a book for grown-ups. Edward Sorel, writing in The New York Times Book Review, said the book was

illustrated with Mr. Geisel's "characteristic verve and imagination." But, he added, "there's something amiss in the blithe assumption that the sort of rhymes which delight a 4-year-old (or an adult reading to a 4-year-old) will still entertain when read alone through bifocals."

Admirers of Mr. Geisel said the universality of "Oh, the Places You'll Go!," which addresses the difficulties of finding one's way through life, accounted for its success last year. The book quickly became a popular graduation present, and more than a million copies are said to have been sold.

After writing the book, Mr. Geisel worked on the screenplay for a planned, feature-movie version. And this July, "Six by Seuss," a one-volume collection of six of his earlier books, was published.

Helen Palmer Geisel died in 1967. She and Mr. Geisel had no children. In 1968, Mr. Geisel married Audrey Stone Dimond, who survives him.

PRODUCTS: Metal & plastic auto. trim, appliance industries, hub caps
S.I.C. 3089; 3465

RANDALL LUMBER CO. INC.

P. O. Box EE, Taos, N. M. 87571
Tel. 505-758-2271

*Pres—Erna G. Randall
*Exec V-P—Merlin D. Randall
*Treas—John A. Randall
*Secy—Charles E. Randall
Accts—Ben Torres, Albuquerque, N. M.
Primary Bank—First State Bank of Taos
Primary Law Firm—White, Koch, Kelly & McCarthy, P.A.

Sales: \$2.54Mil Employees: 23

*Also DIRECTORS

PRODUCTS: Building materials, iron, tools, tool repair & sharpening, boat sales & serv., welding supplies
S.I.C. 5211; 5251; 5551

RANDALL MANUFACTURING CO., INC.

32 Montgomery St., Hillside, N. J. 07205
Tel. 908-687-6700

*Pres—Fred Randall
*Secy—O. Drescher
Accts—Fasman, Zucker & Klein, New City, N. Y.
Primary Bank—National State Bank
Sales Range: \$1—2Mil Employees: 15

*Also DIRECTORS

PRODUCTS: Degreasing equipment
S.I.C. 3559

RANDALL STORES, INC.

1705 N. Main, Mitchell, S. D. 57301
Tel. 605-996-7511

*Chrm & Pres—Ronald F. Randall
*V-P (Pub Rel)—William E. Bell
*Secy & Treas—Leonard Ellwein
Adv Mgr—Lonnie Wiese
Accts—McGladrey & Pullen, Sioux Falls, S. D.
Primary Bank—Commercial Trust & Savings Bank
Primary Law Firm—Davenport, Evans, Hurwitz & Smith

Sales: \$350Mil Employees: 2,951

*Also DIRECTORS—Other Directors Are:

Duane Jacobson Patricia Hetland
Donald Young Ronald F. Randall, II
BUSINESS: Supermarketing, soft drink bottlers, recreation
S.I.C. 5411; 2086

RANDEL MOLD & DIE CORP.

10-16 46th Ave., Long Island City, N. Y. 11101
Tel. 718-392-8755

*Pres—Theodore Riky
*Secy & Treas—Emanuel Lorres
Gen Coun—Nickolas Yveley
Accts—Mazvin Hochberg, New York, N. Y.
Primary Bank—Chemical Bank
Sales Range: \$2—5Mil Employees: 60

*Also DIRECTORS

PRODUCTS: Plastic products
S.I.C. 3089

RANDERS GROUP INC.

3355 Merriam Ave., Box 4347, Muskegon Heights, Mich. 49444
Tel. 616-733-3128

*Pres—Thomas R. Eurich
*Sr V-P & Treas—Michael J. Krivitzky
*V-P & Secy—Thomas J. McEnhill
*V-P—Bruce M. Bourdon
Sales: \$7.31Mil Employees: 65
Stock Exchange(s): OTC

*Also DIRECTORS

BUSINESS: Construction; serv. consulting; rental
S.I.C. 8741; 7353; 8742

RANDFONTEIN ESTATES GOLD MINING CO. WITWATERSRAND LTD.

P.O. Box 590, Johannesburg, South Africa 2000
Tel. 011-373-9111

*Chrm & Mgt Dir—K. W. Maxwell
Gen Mgr—W. J. van der Meulen
Accts—Pim Goldby, Johannesburg, South Africa
Employees: 14,670
Stock Exchange(s): OTC

*Also DIRECTORS—Other Directors Are:

R. C. Bertram V. G. Bray
W. P. Conn M. B. Hofmeyr
D. C. Kovarsky P. F. Retief
H. Scott-Russell

BUSINESS: Gold & uranium minig
S.I.C. 1041; 1094

RANDIK PAPER COMPANY

136 Flamingo Dr., Modesto, Cal. 95351
Tel. 209-538-3111

*Pres & Sales Mgr—Francis J. Miller
*Exec V-P—James P. McCormick
Treas—Jane McCormick
Secy—Vickie Miller
Accts—Robert Davis, Sonora, Cal.
Primary Bank—Wells Fargo Bank, N.A.
Primary Law Firm—Trimbur, Davis, Clark, Jacobson & Avila

Sales: Over \$1Mil Employees: 20

*Also DIRECTORS—Other Directors Are:

Robert Davis
BUSINESS: Paper products & janitorial supplies
S.I.C. 5113; 5087

RANDOL REALTY, INC.

3221 Tamiami Trail, Port Charlotte, Fla. 33952
Tel. 813-625-4193

Pres—M. C. Randol

Accts—Dees & Associates, Port Charlotte, Fla.
Primary Bank—Citizens & Southern National Bank of Florida

Sales: \$20Mil Employees: 41
BUSINESS: Real estate sales
S.I.C. 6531

RANDOLPH CO.

1018 Rosine, Houston, Texas 77019
Tel. 713-526-2091

*Pres—Gregg Ring
*Exec V-P (Engr & Prod)—John A. Tatum, Jr.
*Treas & Chief Fin & Acct Officer—John F. Weitzel, Jr.
Sales: \$10Mil Employees: 135

*Also DIRECTORS

PRODUCTS: Component parts of measuring devices, rubber molding, plastic laminates slurry pumps
S.I.C. 3069; 3061; 3083; 3089; 3561; 3825

H.F. RANDOLPH CO., INC.

6662 Clough Pike, Cincinnati, Ohio 45244
Tel. 513-231-8862

*Chrm, Secy & Treas—Henry F. Randolph

*Pres—Mary Jo Scheckels
V-P—Martha Randolph
Accts—Von Lehman & Co., Cincinnati, Ohio
Primary Bank—Fifth Third Bank
Primary Law Firm—Keating, Muething & Klekamp
Sales Range: \$3—5Mil Employees: 45

*Also DIRECTORS—Other Directors Are:

Jerome C. Randolph
BUSINESS: Plumbing, heating, ventilating & air conditioning
S.I.C. 1711

RANDOLPH PRODUCTS COMPANY

East Park Pl., Carlstadt, N. J. 07072
Tel. 201-438-3700

*Chrm & Treas—W. G. Randolph
*Pres & Sales Dir—John H. Randolph
*V-P—Charles Kalfian
*V-P—Joanna A. Johnson
*V-P (Sales)—John S. Ramseyer
Primary Bank—National Community Bank of New Jersey

Sales Range: \$5—10Mil Employees: 80

*Also DIRECTORS

PRODUCTS: Industrial lacquers, enamels, thinners & paints
S.I.C. 2851; 2816; 2865

WILLIAM A. RANDOLPH, INC.

6340 Capulina Ave., Box 1058, Morton Grove, Ill. 60053
Tel. 708-965-0123

*Chrm, Pres & Treas—William A. Randolph
*V-P & Secy—Anthony Riccardi
Admin Mgr—Curt W. Dimise
Accts—Donald N. Disteldorf, Oak Lawn, Ill.
Primary Bank—Affiliated Bank/Morton Grove
Primary Law Firm—Jenner & Block
Sales: \$15Mil Employees: 30—75

*Also DIRECTORS

BUSINESS: General contractors
S.I.C. 1542; 1541

RANDOM ACCESS INC.

2370 S. Trenton Way, Denver, Colo. 80231
Tel. 303-745-9600

*Pres & Chief Exec Officer—Bruce A. Milliken
*V-P & Secy—Patrick Smith
*Chief Fin Officer—John Gierscher
Gen Coun—Bradley Cromer, Englewood, Colo.
Accts—Williams, Richey & Co., Denver, Colo.
Primary Bank—ITT Commercial Finance
Sales: \$21.80Mil Employees: 85
Stock Exchange(s): NAS

*Also DIRECTORS

BUSINESS: Wholesale computer prod.
S.I.C. 5045

RANDOM HOUSE INC.

(Subs. Advance Publications Inc.)
201 East 50th St., New York, N. Y. 10022
Tel. 212-751-2600

*Chrm, Pres & Chief Exec Officer—Robert L. Bernstein
Pres & Editor-in-Chief—Robert L. Gottlieb
*Exec V-P (Admin)—Alexander MacGregor, III
*Exec V-P (Juvenile Pub)—Gerald Harrison
*Sr V-P (Mktg)—Michael T. Pratt
*V-P (Pres, Ballantine Books)—Susan J. Peterson
V-P (Editorial-Random House Adult Books)—Jason Epstein

*V-P & Gen Coun—Ellis Levine
V-P (Westminster Distr Center)—John F. Gambatese
Editor-in-Chief (Reference)—Stuart Flexner
Div V-P (Mgt Inf Sys)—Richard J. Blossver
Div V-P (Random House Enterprises)—Karen Robinson
Div V-P (Per)—Christine Names
Accts—Steinhauer, Sheiman, Glickman & Co., New York, N. Y.

Employees: 2,500
*Also DIRECTORS—Other Directors Are:
Donald Newhouse S. I. Newhouse, Jr.
BUSINESS: Publishing books
S.I.C. 2731

RANDTRON

(Subs. Lorat Corp.)

130 Constitution Dr., Menlo Park, Cal. 94025
Tel. 415-326-9500

*Chrm & Pres—William F. Gates
*Exec V-P—John A. Chantz
Accts—Coopers & Lybrand, San Jose, Cal.
Primary Bank—Continental Bank, N.A.

*Also DIRECTORS

PRODUCTS: Electronic controls, defense radar eqpt
S.I.C. 3699

RANDUSTRIAL CORPORATION

(Div. Pioneer Mfg. Co.)
5273 Broadway Rd., Cleveland, Ohio 44134
Tel. 216-671-5500

Pres—James Schattinger
Exec V-P—Thomas Telenko
Oper Mgr—Jack Nesson
Primary Bank—Ameritrust Company, N.A.

Sales: Over \$12Mil Employees: 450

PRODUCTS: Floor & roof patching & resurfacing, parking lot patching & sealing compounds, non-toxic weed killers, ice melters, epoxy polyurethane concrete floors
S.I.C. 2952; 2821; 2851; 2879; 2891; 2899

RANDY GROUP LTD.

147-95 Farmers Blvd., Jamaica, N. Y. 11434
Tel. 718-995-5200

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*Exec V-P & Secy—W. C. R. Lembeck
*Exec V-P (Fin)—John A. Rocca

Cont—Alice Sciera
Gen Coun—Sigmund Fox
Accts—Ernst & Young, New York, N. Y.
Primary Bank—National Westminster Bank USA
Primary Law Firm—Golenbock, Eiseman, Asner, & Perlmutter

Revenue: \$31.27Mil Employees: 110

*Also DIRECTORS

BUSINESS: Holding co., air & ocean freight agent & carrier
S.I.C. 6719; 4731

RANEY DRUG CO.

921 Mass St., Lawrence, Kan. 66044
Tel. 913-841-2309

Gen Partner—R. H. Raney
Accts—Schehrer, Harrod & Bennett, Lawrence, Kan.
Primary Bank—Bank of Kansas/Lawrence
Primary Law Firm—Petefish, Curran, Immel & Rothstein
Sales Range: \$2—3Mil Employees: 75
PRODUCTS: Drugs (retail & wholesale)
S.I.C. 5912; 5122

RANFAC CORP.

Avon Industrial Park, Avon, Mass. 02321
Tel. 508-588-4400

Pres—Robert M. Adler
V-P & Treas—Jeffrey D. Adler
Secy—Jonathan Samen
Accts—Laventhol & Horwath, Boston, Mass.
Primary Bank—BayBank Norfolk
Primary Law Firm—Kaye, Fialkow, Richmond & Rothstein
Sales Range: \$3—3.50Mil Employees: 60
PRODUCTS: Hypodermic instr., surgical, veterinary instr.
S.I.C. 3841

RANGE KLEEN MANUFACTURING COMPANY

4240 East Rd., Lima, Ohio 45807
Tel. 419-331-8000

Pres—Gerald D. O'Connor
V-P—C. Daley
Adv Mgr—J. Schroeder
Sales Mgr—T. Clutter
Primary Law Firm—Daley, Valyelt, Valyelt & Co.
Employees: 500
PRODUCTS: Reflector bowls & pans
S.I.C. 3444; 3469

RANGE VENTURES, INC.

525 E. 100 South, Salt Lake City, Utah 84143
Tel. 801-355-0500

*Pres—S. P. Matz
*V-P—F. V. Nabrotzky
*Secy & Treas—Samantha Madsen
Accts—David T. Thomson, Salt Lake City, Utah
Stock Exchange(s): OTC

*Also DIRECTORS

BUSINESS: Venture capital
S.I.C. 6799

RANGEN, INC.

115 13th Ave. S., Buhl, Idaho 83201
Tel. 208-543-6421

*Pres—Christopher T. Rangen
*V-P—Phillip Jones
Compt—Wayne Courtney
MIS Dir—Dennis Pugh
Accts—Arthur Andersen & Co., Boise, Idaho
Primary Bank—West One Bank, Idaho
Primary Law Firm—May & May
Sales: Over \$20Mil Employees: 175

*Also DIRECTORS

PRODUCTS: Feeds, grains, seeds, diagnostic & fish research; commodity trading
S.I.C. 2048; 0181; 2041; 2873; 2874; 6799

RANGER AMERICAS INC.

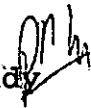
278 W. First Ave., Vancouver, B.C., Can. 604-875-6698
Tel. 604-875-6698

*Pres—C. H. Anderson
*V-P, Secy & Treas—Daryl Wong
Accts—Charles V. Moore, CPA, Dallas, Texas
Employees: 10
Stock Exchange(s): OTC
*Also DIRECTORS—Other Directors Are:

THE WHITE HOUSE
WASHINGTON

October 11, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: Phillip D. Brady 
SUBJECT: Theodor Geisel

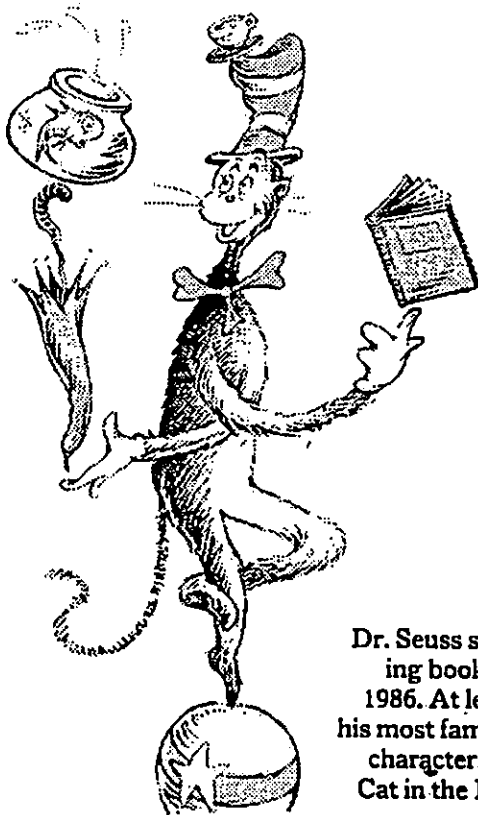
You recently asked us to investigate the possibility of awarding a Presidential medal to Theodor Geisel (Dr. Seuss). We have conducted a brief NEXIS search of recent articles on him and found nothing controversial, although you may be interested to know that in 1984 he wrote a children's book, "The Butter Battle Book," which allegorically treated nuclear deterrence in a critical way. For your reference, the New York Times obituary is attached.

Should you wish to give Mr. Geisel some posthumous recognition, you can award either the Presidential Medal of Freedom (the Nation's highest civilian honor) or the Presidential Citizens' Medal (the second highest honor, awarded only to Americans for lifetime accomplishments in a particular field).

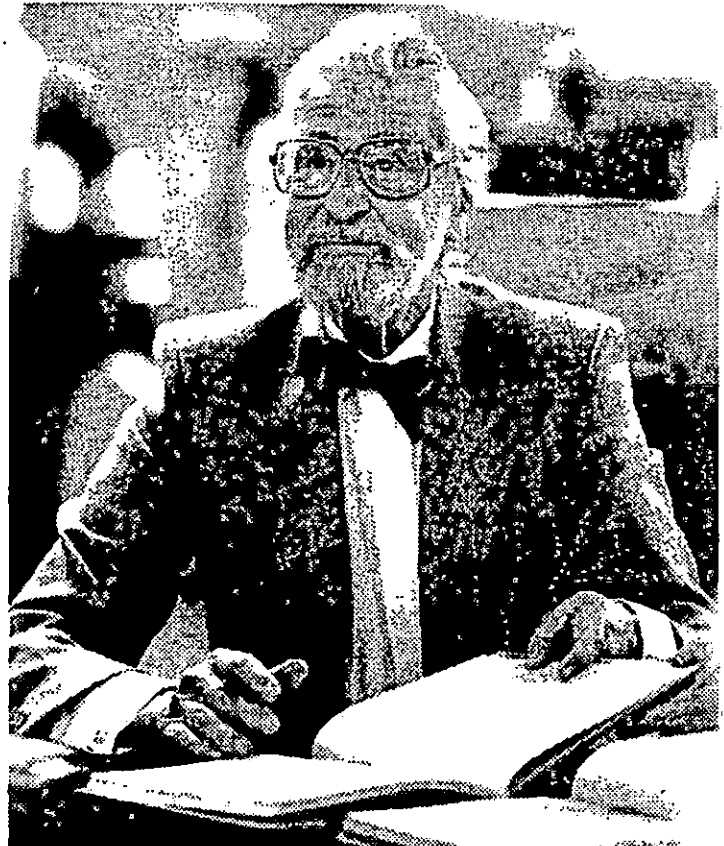
Please let us know what you would like to do. Thank you.

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Dr. Seuss, Modern Mother Goose, Dies at 87



Dr. Seuss signing books in 1986. At left is his most famous character, the Cat in the Hat.



Kim Garnick

By ERIC PACE

Theodor Seuss Geisel, the author and illustrator whose whimsical fantasies written under the pen name Dr. Seuss entertained and instructed millions of children and adults around the world, died in his sleep on Tuesday night at his home in La Jolla, Calif. He was 87 years old.

The exact cause of death was unclear, said Jerry Harrison, who oversees children's books for Random House, Mr. Geisel's longtime publishers. Mr. Harrison said the author had been suffering from an infection of his jawbone that had become acute in recent months.

"We've lost the finest talent in the history of children's books," Mr. Harrison said in a telephone interview, "and we'll probably never see one like him again."

Mr. Geisel's work delighted children

by combining the ridiculous and the logical, generally with a homely moral. "If I start out with the concept of a two-headed animal," he once said, "I must put two hats on his head and two toothbrushes in the bathroom. It's logical insanity."

Mr. Geisel's first book, "And to Think That I Saw It on Mulberry Street," appeared in 1937. It was followed by such classics as "Horton Hatches the Egg" in 1940 and "The Cat in the Hat" in 1957.

Over the years, zany animal characters, names and book titles were the Dr. Seuss trademarks. There was "Yertle the Turtle" (1958), "Fox in Socks" (1965), "Mr. Brown Can Moo! Can You?" (1970) and others too improbable to mention.

But the archetypal Seuss hero, many connoisseurs felt, was Horton, a conscientious pachyderm who was duped by a lazy bird into sitting on her egg. Horton stuck to the job for many weeks, despite dreadful weather and other harassments, saying, "I meant what I said and I said what I meant; an elephant's faithful 100 percent." His virtue was finally rewarded when the egg hatched and out came a creature with a bird's wings and an elephant's head.

Mr. Geisel won the hearts and minds of children "by the sneaky stratagem

The Seuss Fauna In Nearly 50 Books

The improbable creatures and landscapes created by Theodor Seuss Geisel appear in nearly 50 books published over more than a half-century. These are some of his best-known works.

And to Think That I Saw It on Mulberry Street 1937

The 500 Hats of Bartholomew Cubbins 1938

Horton Hatches the Egg 1940

Horton Hears a Who! 1954

How the Grinch Stole Christmas! 1957

The Cat in the Hat 1957

Yertle the Turtle 1958

The Cat in the Hat Comes Back 1958

One Fish Two Fish Red Fish Blue Fish 1960

Green Eggs and Ham 1960

Fox in Socks 1965

Mr. Brown Can Moo! Can You? 1970

The Lorax 1971

The Butter Battle Book 1984

You're Only Old Once! 1986

Oh, the Places You'll Go! 1990

of making them laugh," Richard R. Lingeman wrote in a review in The New York Times. He also charmed adults, especially with "Oh, the Places You'll Go!," a 1990 book he wrote for adult readers as well as children, which has been on The New York Times best-seller list for 79 weeks.

Sales of "Horton Hatches the Egg," "The Cat in the Hat" and other children's books by Mr. Geisel totaled well over 200 million copies, Kathleen Fogarty, the director of publicity for Random House Books for Young Readers, said. She said he had written 48 books in his long career, some of them meant for adults as well as children.

In 1984, he won a special Pulitzer Citation "for his contribution over nearly half a century to the education and enjoyment of America's children and their parents."

Mr. Geisel — he pronounced the name GUYS-ell — was also the founder and a longtime executive of Beginner Books, a publishing concern bought by Random House. Its books for young children, some by Dr. Seuss, have sold more than 50 million copies and are in school libraries in countries around the world. His books have been translated into 20 languages, Ms. Fogarty said.

Is "Adults Are Obsolete Children?"

Mr. Geisel began using his middle name as a pen name for his cartoons because he hoped to use his surname as a novelist one day. But when he got around to doing a grown-up book — "The Seven Lady Godivas" in 1939 — the grown-ups did not seem to want to buy his humor, and he went back to writing for children, becoming famous and wealthy.

"I'd rather write for kids," he later

explained. "They're more appreciative; adults are obsolete children, and the hell with them."

When Mr. Geisel was interested or amused, which was very often, his eyes would light up with boyish warmth.

With his lank hair, beaky nose and neat bow ties, he looked rather like the college professor he had originally set out to be. Though he never earned a doctorate, his alma mater, Dartmouth College, gave him an honorary one.

The world of Mr. Geisel's imagination was nourished by his childhood visits to the zoo in Springfield, Mass. He was born in Springfield on March 4, 1904, the son of Theodor R. Geisel, the Superintendent of Parks, and Henrietta Seuss Geisel.

Superintendent Geisel, the son of an émigré German cavalry officer who founded a brewery in Springfield, expanded the zoo and liked to show it off to his son.

In the Cage With the Lions

"I used to hang around there a lot," Mr. Geisel recalled in an interview. "They'd let me in the cage with the small lions and the small tigers, and I got chewed up every once in a while."

After graduating from high school, he majored in English at Dartmouth, where he contributed cartoons to the campus humor magazine, Jack-O'-Lantern, and became its editor. He graduated with a B.A. in 1925. Then followed a year of graduate work in English literature at Lincoln College of Oxford University, after which he spent a year traveling in Europe.

In 1927, Mr. Geisel married Helen Marion Palmer of Orange, N.J., a teacher he had met when they were studying at Oxford. It was she who persuaded him to give up thoughts of teaching and make drawing a career.

'These Fabulous Animals'

"Ted's notebooks were always filled with these fabulous animals," she later recalled. "So I set to work diverting him; here was a man who could draw such pictures; he should be earning a living doing that."

In addition to serving as her husband's business manager and helping edit his books, she wrote children's books under her maiden name.

Mr. Geisel began contributing humorous material to Vanity Fair, Liberty, Judge and other magazines. But when he first became famous, it was for drawing the "Quick Henry, the Flit!" insecticide advertisements.

Mr. Geisel also wrote for the movies. His documentary films "Hitler Lives!" and "Design for Death" won Academy

Awards in 1946 and 1947, and his cartoon short "Gerald McBoing Boing" won an Oscar in 1951. He also designed and produced cartoons for television, including the Peabody Award-winning "How the Grinch Stole Christmas!" and "Horton Hears a Who!"

Among his later books were some on serious topics. In "The Butter Battle Book" (1984), he introduced young readers to the dangers of the nuclear arms race. In 1986, in "You're Only Old Once!," he addressed the problems of old age in a book for grown-ups. Edward Sorel, writing in The New York Times Book Review, said the book was

illustrated with Mr. Geisel's "characteristic verve and imagination." But, he added, "there's something amiss in the blithe assumption that the sort of rhymes which delight a 4-year-old (or an adult reading to a 4-year-old) will still entertain when read alone through bifocals."

Admirers of Mr. Geisel said the universality of "Oh, the Places You'll Go!," which addresses the difficulties of finding one's way through life, accounted for its success last year. The book quickly became a popular graduation present, and more than a million copies are said to have been sold.

After writing the book, Mr. Geisel worked on the screenplay for a planned, feature-movie version. And this July, "Six by Seuss," a one-volume collection of six of his earlier books, was published.

Helen Palmer Geisel died in 1967. She and Mr. Geisel had no children. In 1968, Mr. Geisel married Audrey Stone-Diamond, who survives him.