

THE WHITE HOUSE

WASHINGTON

September 8, 1976

Eno

ADMINISTRATIVELY CONFIDENTIAL
Transportation

MEMORANDUM FOR:

WILLIAM F. GOROG

FROM:

JAMES E. CONNOR *JEC*

SUBJECT:

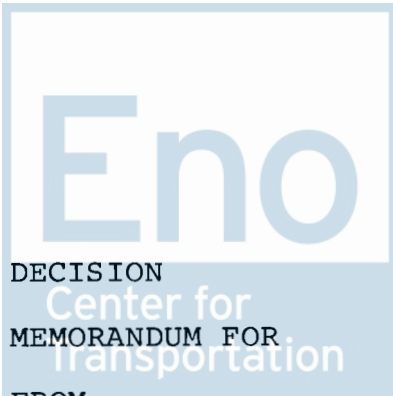
Naming the Space Shuttle

Confirming phone call to your office earlier today, the President reviewed your memorandum of September 3 and approved your recommendation to use the name "Enterprise" on the space shuttle.

Please follow-up with appropriate action.

cc: Dick Cheney

The President should make his decision
before meeting with Dr. Fletcher - tomorrow
at 9/8 at 4 P.M.



THE WHITE HOUSE
WASHINGTON

September 3, 1976

DECISION
MEMORANDUM FOR

THE PRESIDENT

FROM:

WILLIAM F. GOROG *WFG*

SUBJECT:

Naming the Space Shuttle

Next Wednesday you will meet with Dr. James Fletcher of NASA for a substantive meeting at which time you will be presented with a mock-up of the space shuttle, the full scale version of which will be rolled out in California later this month. NASA has not announced a name as of yet for the shuttle, and they are holding this announcement until your meeting with Fletcher.

Dr. Fletcher is not adverse to the name "Enterprise" for the space shuttle, and I suggest that you ask that it be so named for the following reasons:

- o NASA has received hundreds of thousands of letters from the space-oriented "Star Trek" group asking that the name "Enterprise" be given to the craft. This group comprises millions of individuals who are deeply interested in our space program.
- o The name "Enterprise" is tied in with the system on which the Nation's economic structure is built.
- o Use of the name would provide a substantial human interest appeal to the rollout ceremonies scheduled for this month in California, where the aeronautical industry is of vital importance.

In short, this situation could provide the same public interest as the CB radio provided for Mrs. Ford.

Your approval is sought to have NASA use the name "Enterprise" on the space shuttle.

Approve

WFG

Disapprove _____

THE WHITE HOUSE

WASHINGTON

September 7, 1976

Eno

MR PRESIDENT:

Center for
Transportation

Naming the Space Shuttle

Staffing of the attached memorandum resulted in the following comments and recommendations:

Phil Buchen and Brent Scowcroft - concur with recommendation.

Jim Cannon - "It seems to me "Enterprise" is an excellent name for the space shuttle.

It would be personally gratifying to several million followers of the television show "Star Trek", one of the most dedicated constituencies in the country.

Moreover, the name "Enterprise" is a hallowed Navy tradition. An "Enterprise" was in action against the Barbary pirates in 1803. During World War II, an "Enterprise" served with the Wasp and the Hornet in the carrier fleet in the Pacific. And the Navy's current "Enterprise" is the first nuclear carrier."

Dr. Guy Stever-

"Enterprise" is fine for the reasons listed.

Bob Hartmann - "This is an especially hallowed Naval name - going back to the Revolution - I think Navy should keep it."

Jack Marsh - "I have no objection to this selection of a name, however, I am not enthusiastic about the rationale for the selection. "Enterprise" is a famous name for vessels since the early days of the Republic. I think that is a far better reason than appealing to a T. V. fad."

Jim Connor

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: September 4, 1976

Time:

FOR ACTION:

cc (for information):

- ✓ Phil Buchen
- ✓ Jim Cannon
- Jim Lynn -

- Jack Marsh -
- Dave Gergen*
- Guy Stever

- ✓ Brent Scowcroft -
- ✓ Bob Hartmann -

FROM THE STAFF SECRETARY

Center for Transportation

DUE: Date: Tuesday, 9/7/76 Time: 10 A.M.

SUBJECT:

Bill Gorog's memorandum re Naming the Space Shuttle

ACTION REQUESTED:

- For Necessary Action
- For Your Recommendations
- Prepare Agenda and Brief
- Draft Reply
- For Your Comments
- Draft Remarks

REMARKS:

Cannon - agree see comments

Buchen - agree*

Scowcroft - concur*

Hartmann - see comments

Dr. Slineer - Enterprise is fine few reasons less.

Lynn - no comment

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

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

Jim Connor
For the President

Eno

Center for
Transportation

MEMORANDUM FOR:

FROM:

SUBJECT:

THE WHITE HOUSE

WASHINGTON

September 7, 1976

JIM CONNOR

JACK MARSH

Naming the Space Shuttle

I have no objection to this selection of a name; however, I am not enthusiastic about the rationale for the selection.

"Enterprise" is a famous name for vessels since the early days of the Republic. I think that is a far better reason than appealing to a T.V. fad.

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: September 4, 1976

Time:

FOR ACTION:

cc (for information):

Phil Buchen
Jim Cannon
Jim Lynn

Jack Marsh
Dave Gergen
Guy Stever

Brent Scowcroft
Bob Hartmann

FROM THE STAFF SECRETARY

DUE: Date: Tuesday, 9/7/76

Time: k 10 A. M.

SUBJECT:

Bill Gorog's memorandum re Naming the
Space Shuttle

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

*This is an especially
hallowed naval name
going back to the Revolution
I think Harry should keep
it.*



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

Jim Connor
For the President

THE WHITE HOUSE

WASHINGTON

September 6, 1976

Eno

MEMORANDUM FOR: JIM CONNOR

FROM: JIM CANNON

SUBJECT: Renaming of the Space Shuttle

It seems to me "Enterprise" is an excellent name for the space shuttle.

It would be personally gratifying to several million followers of the television show "Star Trek," one of the most dedicated constituencies in the country.

Moreover, the name "Enterprise" is a hallowed Navy tradition. An "Enterprise" was in action against the Barbary pirates in 1803. During World War II, an "Enterprise" served with the Wasp and the Hornet in the carrier fleet in the Pacific. And the Navy's current "Enterprise" is the first nuclear carrier.

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: September 4, 1976

Time:

FOR ACTION:

cc (for information):

Phil Buchen Jack Marsh
 Jim Cannon Dave Gergen
 Jim Lynn Guy Stever

Brent Scowcroft

FROM THE STAFF SECRETARY

DUE: Date: Tuesday, 9/7/76

Time: k 10 A.M.

SUBJECT:


Bill Gorog's memorandum re Naming the Space Shuttle

ACTION REQUESTED:

- | | |
|---|--|
| <input type="checkbox"/> For Necessary Action | <input checked="" type="checkbox"/> For Your Recommendations |
| <input type="checkbox"/> Prepare Agenda and Brief | <input type="checkbox"/> Draft Reply |
| <input checked="" type="checkbox"/> For Your Comments | <input type="checkbox"/> Draft Remarks |

REMARKS:

I concur.



 Philip W. Buchen
 Counsel to the President

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

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

Jim Connor
For the President

NATIONAL SECURITY COUNCIL



September 7, 1976

MEMORANDUM FOR:

JAMES CONNOR

FROM:

Jeanne W. Davis *JWD*

SUBJECT:

Bill Gorog's Memorandum
Regarding Naming the Space
Shuttle

The NSC Staff concurs in Bill Gorog's memorandum to the President regarding naming the Space Shuttle.