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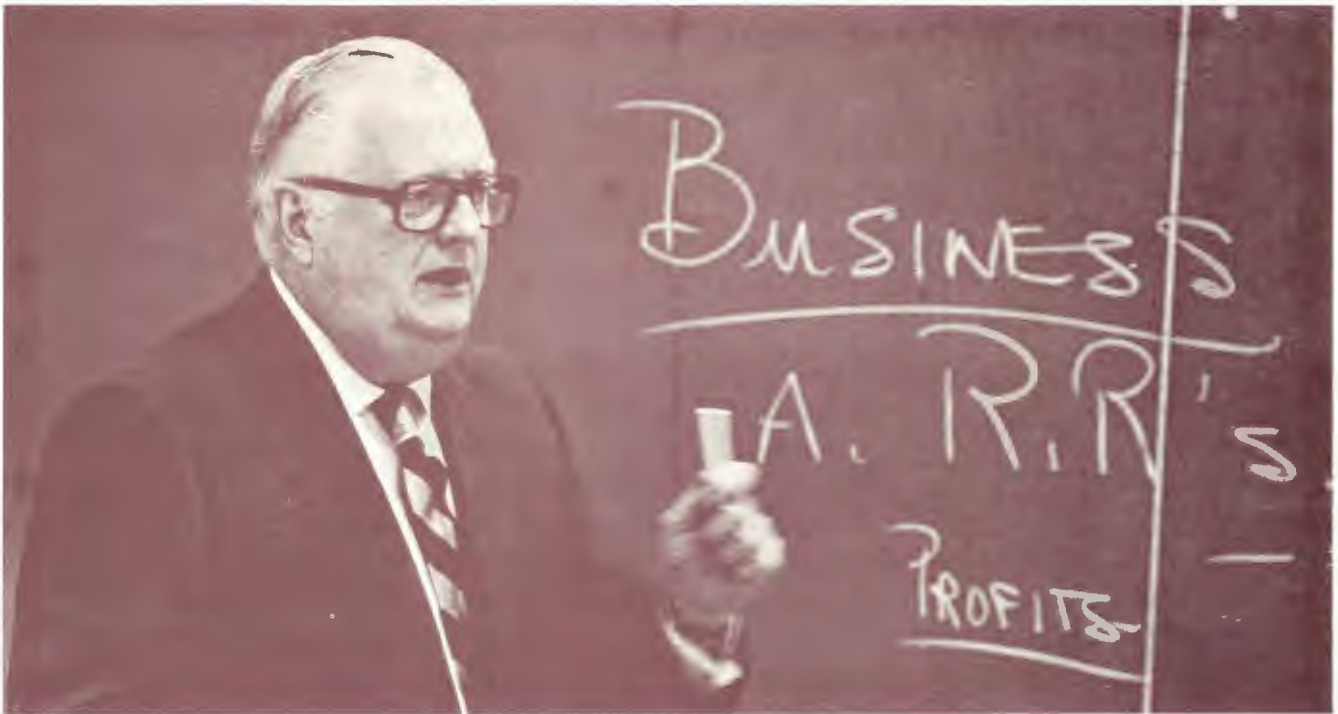
# INVEST-IN-AMERICA NATIONAL COUNCIL NEWS

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On June 4th, Secretary of the Treasury, William E. Simon presented the 1976 American Eagle Awards of Invest-in-America National Council to J. Peter Grace, President of W. R. Grace Co., Arthur R. Taylor, President of C.B.S. and Morris A. Cox, President of William Volker Fund. Awards were made in the Senate Caucus Room at a luncheon meeting attended by members of the Diplomatic Corps, the Senate and members of Congress. John Reagan Tex McCrary was Master of Ceremonies. Robert J. Buckley, President of Invest-in-America described the impact of the national program of Invest-in-America through the Teacher Institutes on the American Economy held

across the nation in universities from Fordham in the east to UCLA on the west coast. As a frequent lecturer, his experiences dramatized the momentum of growth and impact in reaching hundreds of thousands of students. Louis G. Milione, Executive Vice President of Invest-in-America introduced many of the educators and other personalities long involved with the national council. Vincent C. Burke, President of Riggs National Bank and chairman of Washington Chapter of Invest-in-America introduced the head table. Senator Bill Brock for the second year was host for the luncheon and introduced Secretary Simon.





**PRESIDENT BUCKLEY LECTURES ON THE MARKET ECONOMY**

Robert J. Buckley, President and Chief Executive Officer of Allegheny Ludlum Industries, Inc., is pictured above in one of the lectures he gave this summer to high school teachers attending Institutes On the American Economy in universities throughout the United States. The program is sponsored by Invest-in-America National Council, of which Mr. Buckley is President, and features leading executives of American business

as "teachers." The economics courses are taken for credit by hundreds of secondary school teachers who, in turn, can teach the American market economy's principles to hundreds of thousands of their students. Invest-in-America's program of economic education obtains support from corporations, foundations, and individuals throughout the nation.



Left to right: Secretary of the Treasury, William Simon; Arthur R. Taylor, President, C.B.S.



Left to right: Peter R. Grace, President W. R. Grace Co.; and Louis G. Milione, Executive Vice President Invest-in-America National Council.





Caucus Room in the Senate Office Building where the Bicentennial American Eagle Awards were presented to capacity audience representing personages from government, industry, business, labor and education.



Left to right: Kenneth M. Crosby, Vice President, Merrill Lynch, Washington, D.C.; Leonard Viner, Washington businessman; Rob Rittenour, Vice President, American Security and Trust; Leo Daly III, Leo Daly Company.



Left to right: Shirley Dyckes, Washington, D.C.; Dr. William Peterson, Professor of Economics, Campbell College.



Left to right: Mrs. Richard S. Rimanoczy; Dr. Richard S. Rimanoczy, Chairman, American Economic Foundation; Mr. Morris A. Cox, President, William Volker Fund.



Left to right: Tony Navarro, Director of Public Relations, W. R. Grace Co., N.Y.; Louis G. Milione, Executive Vice President Invest-In-America, Inc.; Harry J. Seviars, J.J. Dean School of Arts and Sciences, Fordham University.

Pictured on the right, from left to right: Secretary of the Treasury, William E. Simon; Peter R. Grace, President W. R. Grace Co., N.Y.



Pictured above, left to right: Sol Taishoff, and Bill Leonard, Commentator, CBS.



Pictured at the right from left to right: Zenon C. R. Hanson, former Chairman Mack Trucks; Secretary of the Treasury, William E. Simon.



Left to right: Barrett Prettyman, C.B.S.; Mary Yates, Producer "Face the Nation" television program; James Lynach, C.B.S.



Left to right: Morris A Cox, President William Volker Fund; Secretary of the Treasury, William Simon.





Pictured at the left, left to right: Doug Kenna, President National Association of Manufacturers; William Driver, President of Manufacturing Chemists Association; Edwin Wheeler, Director National Fertilizer Institute.



Pictured above, left to right: Roderick M. Hills, Chairman, Securities and Exchange Commission; Arthur R. Taylor, President C.B.S.; Zenon C.R. Hansen, Chairman, Invest-in-America, Inc.; Senator Bill Brock, Tennessee; Maurice A. Cox, (standing); Secretary of the Treasury William E. Simon.

Pictured at the left, left to right: Mrs. Louise C. Schneider, Manager Americana Travel Division; Ms. Barbara Fredman, Sales Manager American Hotels; Helmist Diederding, Managing Director Americana Hotels.



Left to right: Tom J. McManus, former Vice President for Public Relations, C & P Telco; Wm. J. Baroody, President, American Enterprise Institute, Washington, D.C.; Mr. Frank A. Brady, Director of Research, New York Chamber of Commerce, and Secretary, Invest-in-America National Council.



Left to right: Vincent C. Burke, Jr., Chairman Metropolitan Washington Invest-in-America Committee; Joseph Reilly, President National Savings and Trust Co.





Left to right: J. Peter Grace, President and Chief Executive Officer of W. R. Grace Co.; Ambassador Sol Linowitz, Washington D.C., Chairman of Federal City Council, Washington, D.C.



Left to right: Sol Taishoff, Publisher Broadcasting Magazine; Jack Loftus, C.B.S., Washington, D.C.



Left to right: Douglas M. Smith, Chairman of the Board National Savings and Trust Co., Chairman Emeritus, Metropolitan Washington Invest-in-America Council; Don Notman, Junior Chairman, Metropolitan Washington Invest-in-America Council and President and Chief Executive, Office National Bank of Washington.



Minister Yoshio Kawahara, Embassy of Japan.



Left to right: Albert S. Pitts, Executive Vice President, R.L. Stevens & Co., Inc., Joseph J. Fanelli, President, Business Political Action Committee, Washington, D.C., and Frank A. Brady, Secretary, Invest-In-America National Council.



Left to right: Senator Bill Brock, Tennessee; John Reagan (Tex) McCrary, Chairman Texcomm.

# INVEST-IN-AMERICA NATIONAL COUNCIL NEWS

July 10, 1975

The 1975 American Eagle Awards were given by the Invest-in-America National Council, Inc., on June 4, in the U.S. Senate Caucus Room during their national luncheon. The recipients were Secretary of the Treasury, William E. Simon; Chairman of Koppers Company, Inc., Fletcher L. Byrom; syndicated columnist and writer, James J. Kilpatrick, and Editor of the "Alternative Magazine", R. Emmett Tyrrell.

Robert J. Buckley, President and Chief Executive Officer of Allegheny Ludlum Industries, Inc., and President of Invest-in-America National Council, Inc., was Master of Ceremonies and Senator William E. Brock, III was the host for the luncheon. John D. Harper, Chairman of the Aluminum Company of America, and last year's award recipient, presented the Awards to Mr. Simon and Mr. Byrom.



Left to right — American Eagle Award recipients: James J. Kilpatrick; Fletcher L. Byrom, Chairman Koppers Company, Inc.; Hon. William E. Simon, Secretary of the Treasury; Robert J. Buckley, Pres. Chief Executive Officer Allegheny Ludlum Industries, Inc.; and President of Invest-in-America National Council, Inc.; Robert H. Miller, President Rieco Chemical Company; Louis G. Milione, Executive Vice President Invest-in-America National Council, Inc.



"I am deeply honored to receive this award today, especially in the company of such distinguished gentlemen as John Harper, James J. Kilpatrick and Fletcher Byrom.

"I would also like to join our other speakers in paying tribute to the fine efforts of Invest-in-America. There can be no doubt that the Free Enterprise System in this country has its back to the wall, and the hour for saving it — as well as the personal freedoms it protects — has become very late, indeed. Invest-in-America is one of the few truly dynamic and effective grass-roots organizations that is fighting on the front lines in its defense."

William E. Simon  
Secretary of the Treasury

Invest-in-America aims at encouraging Americans to invest their ideas, their energies, their abilities and their faith in a free society. The organization conducts seminars on the American Economy at 40 educational institutions across the United States. One of the seminars is being conducted on the Texas A&M University campus this month. The seminars teach economics to teachers of economics.

Left to right: R. Emmett Tyrrell, Editor "Alternative Magazine"; Dr. J. Clayburn LaForce, Chairman Economics Dept., U.C.L.A.



Standing: Senator William E. Brock, III of Tennessee;  
Seated: Donald E. Notman, Chairman National Bank of Washington; His Excellency Dr. Guillermo Seuilla-Sacasa, Ambassador of Nicaragua, Dean of Diplomatic Corps; Robert J. Buckley, President Allegheny Ludlum Industries Inc., President Invest-in-America; His Excellency Simcha Dinitz, Ambassador of Israel; Douglas Smith, Chairman, National Savings and Trust Co., Washington, D. C.



Left to right: Fletcher L. Byrom, Chairman of the Board, Koppers Company Inc.; John D. Harper, Chairman of the Board & Chief Executive Officer Aluminum Co. of America.



Left to right: John J. Kilpatrick, Columnist; Robert J. Buckley, President & Chief Exec. Officer Allegheny Ludlum Industries, Inc., and President of Invest-in-America National Council, Inc.



Left to right: Fletcher L. Byrom, Chairman, Koppers Company, Inc.; His Excellency Takeshi Yasukawa, Ambassador of Japan; John D. Harper, Chairman, Aluminum Company of America.





Left to right: His Excellency Alejandro Orfila, Ambassador of Argentina and Secretary General Elect of The Organization of American States; Norman Carignan, Vice President Public Relations, W. R. Grace and Co., New York, N.Y.



Left to right: J. Hillman Zahn, V.P., Chesapeake Potomac Tele. Co.; Francine I. Neff, Treasurer of the United States; Louis G. Milione, Executive Vice President of Invest-in-America; Dr. Reuben E. Slesinger, Professor of Economics, Univ. of Pittsburgh;



Welcome by Senator William E. Brock, III, U.S. Senate.

Left to right: Amy Mann, Free Lance Writer, Washington, D.C.; John B. Huffaker, Esq., Pepper Hamilton and Sheetz; Dr. J. Whitney Bunting, President, Georgia College; Dr. Glen Beeson, Director, Center for Economic Education, Duquesne University; R. Emmett Tyrell, Jr., Editor, "The Alternative"; Dr. Ed J. Mathis, Director, Institute on American Economy, Villanova University.



Left to right: Kenneth M. Crosby, V.P., Merrill Lynch, Wash., D.C.; His Excellency Dr. Guillermo Sevilla-Sacasa, Ambassador from Nicaragua; Norman Carignan, V.P., W. R. Grace Co., N.Y., N.Y.; Henry Poole, V.P., New York Stock Exchange, N.Y., N.Y.



Left to right: Albert S. Pitts, President, Executive Design Investments, Inc.; James B. Tito, President, Latrobe Brewing Company; Henry B. King, President, U. S. Brewers Association; John H. Ladish, President, Ladish Company.





Left to right: Robert Miller, President, Rico Chemical Company; Peter Hagnet, Esq., Washington, D.C.; James J. Kilpatrick, Columnist; John Paulus, Corp. V.P., Public Relations and Public Affairs, Allegheny Ludlum Industries, Inc.

Left to right: Barbara LaForce; Dr. J. Clayburn LaForce, Chairman, Economics Dept., U.C.L.A.; Fletcher L. Byrom, Chairman, Koppers Co., Inc.; R. Emmett Tyrrell, Editor, "Alternative" Magazine; John D. Harper, Chairman, Aluminum Company of America.



# INVEST-IN-AMERICA NATIONAL COUNCIL NEWS

by Jane Scholz  
Herald Financial Writer

October 23, 1976

In an afternoon speech to a friendly standing room only student crowd at the University of Miami, Secretary of the Treasury, William E. Simon, moved from a discussion of consumer prices to economic proposals of democratic presidential candidate Jimmy Carter.

In the evening, Simon spoke to some 650 members of Miami's international economic community in the Sheraton Four Ambassadors Hotel, stressing the importance of the nation's domestic economic health to the world economy.

"As the nation that accounts for more than one-fourth of the world economy, we have a special obligation to help others to help themselves — in the market place and through the strong support of international financial and development institutions,

in concert, not in competition, with the private sector," the Treasury Secretary said.

"In our own interest and in the interest of global economic stability our first responsibility must be to pursue economic policies that will ensure healthy balanced growth and prevent a resurgence of inflation," Simon told Dade County leaders.

The American Eagle Award of Invest-in-America National Council was presented by Secretary Simon and Louis G. Milione, Executive Vice President of Invest-in-America to Alvah Chapman, president of Knight-Ridder Newspapers and the Miami Herald. In making the award Simon cited the business and financial section of the Herald, "for consistently presenting readers with accurate unbiased coverage of business and economic events".



Mark Shulman, President, Beta Psi chapter of Alpha Kappa Psi, moderates questions and answers.

Mr. Secretary, what is . . .





*Left to right: William E. Simon, Secretary of the Treasury presents the American Eagle Award of Invest-in-America to Alvah Chapman, President, Knight-Ridder Newspapers and the Miami Herald, Louis G. Millone, Executive Vice President, Invest-in-America National Council.*



*Secretary Simon*



*Rapt attention to lively questions and answers.*



*Left to right: Louis G. Millone, Executive Vice President, Invest-in-America National Council, Dr. Henry King Stanford, President of the School of Business Administration, William E. Simon, Secretary of the Treasury, Dean E. Fox of the School of Business Administration.*





*s many autographs.*



*ive Vice President, Invest-in-America,  
iversity of Miami, Secretary William E.  
ness Finance.*



*"I liked their questions because they were intelligent, timely and pointed to the issues of  
our time" — Simon*





*Secretary William H. Simon and Alpha Chapman, President, Knight-Ridder Papers, recipient of American Eagle Award for Business-Finance section of the Miami Herald. Louis G. Milione, Executive Vice-President, Albert S. Pitts, Treasurer of Invest-in-America, and Mrs. S.R. Askary, Program Coordinator, look on.*



*Left to right: Shepherd Broad, Miami banker and Secretary of the Treasury Simon.*



*Left to right: Mrs. David Schornstein, David Schornstein, President, Dow Chemical Co. Latin America, Secretary Simon, Philip F. Ashler, Treasurer, State of Florida, and Mrs. Ashler.*

Reprinted From

# INVESTMENT DEALERS' DIGEST®

PROFESSIONAL NEWS MAGAZINE OF FINANCE

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MAY 31, 1977

## Invest-In-America Is Still Going Strong

by A. J. Naylor



**A**t a luncheon ceremony in the Senate Caucus Room on May 24 former President Gerald R. Ford was presented with the 1977 American Eagle Award from the National Invest-in-America Council for "outstanding

service to the American people".

More than 200 business and political leaders from all over the country attended the luncheon, with the head table seating cultural, diplomatic and business big-wigs, including Ambassador Sir Peter Ramsbotham of Great Britain, Pierre Boyer, Minister of France, Ambassador Roberto Caja of Italy, Ambassador Fumihiko Togo of Japan and half a dozen other Ambassadors to the U.S.

The Invest-in-America movement stems from an editorial that appeared in the Aug. 15, 1949, issue of the *INVESTMENT DEALERS' DIGEST* written by publisher emeritus Eliot H. Sharp. Advocating a nationwide effort to educate the American people about the private enterprise system, with emphasis on the fact that all who have bank deposits, insurance policies, their own homes, etc., are actually investors in America whether they realize it or not, the editorial concluded: "We shall do what we can to foster it (the movement). But its real impress can be made only with the cooperation of all those who believe that it is important to Invest in America." In the intervening 28 years thousands of business and education leaders coast-

to-coast have given strong support to the movement.

The annual ceremony is part of the National Invest-in-America Council's continuing program designed to encourage Americans to "invest their ideas, energies and faith in a free society" — a program which includes regular seminars on the American Economy at 40 educational institutions throughout the country.

In his brief address, President Ford

made the occasion an opportunity to question President Carter's proposal to underpin the fading financial resources of the Social Security system with general tax revenues of the U.S. Government. "If this proposal is enacted", he said, "if we abandon the policy of a self-sustaining trust fund now, the next generation of older Americans may not have a Social Security program to count on for their retirement years." □



INVEST-IN-AMERICA AWARD is presented by Robert Buckley, President National Invest-in-America Council (center) to former President Gerald R. Ford. It is the American Eagle Award for outstanding service to the American people. On the left is Arthur Burns, Chairman, Federal Reserve Board. Presentation took place in the Senate Caucus room in the Capitol.



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**FORDHAM UNIVERSITY**

GRADUATE SCHOOL OF EDUCATION DIVISION  
CURRICULUM AND TEACHING

**INVEST-IN-AMERICA**

NATIONAL COUNCIL

**W. R. GRACE FOUNDATION,**  
INC.

*Present*

**A PROGRAM YOU CAN'T  
AFFORD TO MISS**

A MINI-INSTITUTE ON

**"SURVIVAL IN TODAY'S ECONOMY"**

First Session

**JUGGLING THE BIG FOUR COST OF LIVING**

FOOD • ENERGY • HEALTH CARE • HOUSING

Second Session

**GETTING BEYOND BARE NECESSITIES**

SAVINGS • EDUCATION • EQUITIES • PERSPECTIVES

\$\$\$  
LUNCHEON SPEAKER

**HARRY SCHWARTZ,\* Ph.D.**

**"Lost Illusions"**

*\* former N.Y. Times Editor and Author*

PANEL-QUESTIONS

**SATURDAY, MARCH 1**

Registration: 8:30 A.M.

Program: 9:15-3:00 P.M.

**PLACE: FACULTY LOUNGE—11th floor**

**FORDHAM UNIVERSITY, LINCOLN CENTER**

**60th and Columbus Ave., N.Y.C.**

*For Further Information Please Contact:*

Sister Catherine Doheny

Catholic Office of Education

6025 6th Avenue

Brooklyn, New York 11220

Or Call: (212) 492-1800

**REGISTRATION IS LIMITED**

\$\$\$

Sunday, July 21, 1974

## New Role Of Business: Teaching Teachers

By **JOSEPH E. KUEBLER**  
Beacon Journal Business Editor

**PITTSBURGH** — Each week during the Summer, a number of key executives of leading American corporations are back briefly in college — not as students but as temporary instructors.

Their assignments are relatively simple — to discuss the operations of their own businesses as they relate to the U.S. economic system. Their classes are comprised of elementary and secondary teachers, supervisors and principals-to-be concerned with economics, social sciences and allied subjects.

Spearheading this program is the Invest-In-America National Council, a nonprofit organization financed by business and dedicated to the proposition that too many Americans are economically illiterates.

**"WE SEEK** to counteract, if possible, the kind of education about economics that college and university students have been exposed to for at least the last 20 years," explains Robert J. Buckley, president of both Allegheny Ludlum Industries and Invest-In-America Council.

"I know the task is enormous and that our hands are few. But I see it at least as a place to start. If, as the chairman of Du Pont said recently, we are in danger of demolishing our own house and hanging the carpenter, we as businessmen have the obvious responsibility to get out and do something about it."

Here in one of the strongholds of the U.S. labor movement, you find some of the most dedicated and enthusiastic supporters of these Summer institutes on the American economy.

**DUQUESNE** University, for example, is completing its fourth annual seminar, a five-week course for a class of 50 teachers, including four nuns.

In all, 21 institutes are being conducted this year involving instructors from scores of schools in a dozen states. The sponsoring universities stretch from Fordham in New York to the University of Hawaii and south to the University of Miami and Texas A&M.

Ohio is represented by Kent State University with seminars at Canton, Cleveland, Salem, Ashtabula and New Philadelphia.

**DR. GLEN BEESON**, director of the Center for Economic Education at Duquesne, acknowledges the Invest-In-America Council's assistance for the "continued flow of business leaders who come to Duquesne to share their experiences and philosophies with the school teachers and administrators of Western Pennsylvania."

Beeson noted the institute is designed to provide an in-depth analysis of the structure, conduct and performance of the American economy. Particular emphasis is focused on methods of integrating the knowledge obtained into the primary and secondary school curriculum.

Indicative of the top executives appearing at Duquesne was the appearance Friday of Robert F. Gilkeson, president of Philadelphia Electric Co. and a national leader in the electric utility industry.



**ROBERT F. GILKESON**

**IN PRESENTING** the "anatomy of a public utility," Gilkeson analyzed the company's balance sheet and noted how soaring fuel prices are forcing up the cost of electric power.

Depreciation and retained earnings supply only about 25 pct. of the funds the utility needs to finance its construction program, he explained.

"If we can't get investors to supply us with money, we would eventually have to tell our big customers we could not furnish them with more electricity when they needed it," he added.

**TURNING TO** Consolidated Edison, the giant New York utility which shocked the financial community by omitting its first quarter dividend, Gilkeson said his firm has no intention of taking such a step.

"We can't afford to pass a dividend," he went on. "I would be cutting my own throat in the financial community. I have told our shareholders that we are going to continue to pay dividends. Otherwise we would have a very difficult time vying to raise capital."



# NO APPEAL IS MORE VITAL



*(The Honorable Russell B. Long, United States Senate, was the official host at the 1979 American Eagle Award Luncheon of the Invest-in-America National Council held in Washington, D.C. Excerpts from his remarks of welcome follow.)*



“No organization’s title is more fitting for today’s conditions than Invest-in-America. No program in education is more appropriate to our times than that of Invest-in-America. No appeal is more vital for the American people than to be asked to “Invest-in-America” with their hearts, minds, hands, and savings. Taxes and inflation are the double bogey of frustration for savers, for investors, for workers, for inventors, and for consumers.

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**FOR THE 80's**



**INVEST-IN-AMERICA**





*for the 80's*

**A DYNAMIC DIALOGUE  
FOR THE TEACHERS  
OF AMERICA**









## ***“No substitute for eyeball to eyeball discussions”***



I repeat my previous conviction: (I'VE LECTURED AT MORE THAN 30% OF THE 209 INSTITUTES) that only through eyeball-to-eyeball dialogue—as represented in our teacher institutes—can we get a free and comprehensive understanding of underlying economic principles and the necessary adherents to economic understanding.

This ten-year progress report on the teacher institutes on the American Economy is a landmark in the history of American Economic Education, and is a hopeful and exciting testimony in the progress of economic literacy. The hour is late. We need to expand now!

**FLETCHER L. BYROM**  
*Chairman*  
*Koppers Company, Inc.*

## ***“This is an educationally unique program”***



We have a great non-traditional program at the University of Miami. It is making a major impact on the national scene in its own way. The Invest-In-America Institutes on the American Economy prepare teachers to share with their classes a basic understanding of the market economy so future generations will have a frame of reference. Thousands of teachers have attended these institutes where academicians and business leaders lecture and interact. The Greater Miami Community is being enriched and excited by the now well-known contributions of the Invest-In-America teachers programs. Louis Milione's leadership and direction have brought forth exciting results.

**DR. HENRY KING STANFORD**  
*President*  
*University of Miami*



# 1970

# "A DECADE OF DY

## PARTICIPATING COLLEGES

University of Arizona, Tucson  
 California State College, Pa.  
 California State at Hayward, Calif.  
 California State, Northridge  
 University of California, Los Angeles  
 Campbell College, N.C.  
 Central Missouri  
 Valley College, Clinch, Va.  
 University of Colorado, Boulder  
 Duquesne University, Pa.  
 Fordham University, N.Y.  
 Fort Valley State College, Ga.  
 Georgia College  
 Hampton Institute, Va.  
 University of Hawaii, Honolulu  
 Kent State University (6)  
     Cleveland, Warren, Youngstown,  
     Canton, Ashtabula, Salem  
 Kentucky State  
 Kentucky Wesleyan College  
 Lake Erie College, Ohio  
 Lambuth College, Tenn.  
 University of Louisville, Ky.  
 Macon College, Ga.  
 University of Miami  
 Murray College, Owensboro, Ky.  
 Northwestern University, Evanston, Ill.  
 University of Pittsburgh  
 Rockford College, Rockford, Ill.  
 Texas A & M  
 Villanova University, Pa.  
 University of Virginia (6)  
     Norfolk, Hampton, Arlington,  
     Charlottesville, Roanoke, Richmond  
 Western Michigan  
 Western Kentucky University

	Number of Programs	Teacher Participants	Student Reached
<b>1970</b>	1	60	12,000
<b>1971</b>	4	240	48,000
<b>1972</b>	15	750	150,000
<b>1973</b>	20	1,000	200,000
<b>1974</b>	25	1,125	225,000
<b>1975</b>	28	1,260	252,000
<b>1976</b>	26	1,100	220,000
<b>1977</b>	28	1,274	254,800
<b>1978</b>	29	1,314	262,800
<b>1979</b>	33	1,474	294,800
<b>TOTALS</b>	<b>209</b>	<b>9,597</b>	<b>1,919,400</b>

\*Assumes each teacher instructs 5 classes of 40 students each.

\*\*Assume each teacher exerts a 5-year impact but at a 20% decline each year.

## The Great Chain Reaction 209 Institutes



# DYNAMIC DIALOG™

# 1980

FLETCHER BYROM, Chairman, Koppers Company

Cost of Program	Cost Per Teacher	Cost Per Student Impact	5-Year Student Impact	Cost Per 5-Year Student Impact
\$ 7,500	\$125.00	\$0.62	40,339 1970-1974	\$0.18
30,000	125.00	0.62	161,356 1971-1975	0.18
112,000	150.00	0.75	504,240 1972-1976	0.22
150,000	150.00	0.75	672,160 1973-1977	0.22
200,000	177.78	0.97	756,360 1974-1978	0.26
224,000	177.78	0.88	847,123 1975-1979	0.26
280,000	254.54	1.27	738,752 1976-1980	0.37
294,000	230.77	1.15	856,128 1977-1981	0.34
304,500	231.74	1.15	883,008 1978-1982	0.34
346,500	235.07	1.18	990,528 1979-1983	0.34
1,949,000	203.08	1.02	6,449,184	0.30

**9597 Teachers, 6,449,184 Students**

30¢

## **What It Costs**

**Invest-In-America  
to reach a  
student  
with the  
economic  
facts of life.**

---

90¢

## **What It Costs**

**a student to  
reach  
a hamburger**





**Anatomy  
of an  
Institute  
on the  
American  
Economy  
Invest-In-America,  
1979**

An institute on the American Economy is a specially tailored approach to education. The purpose of the institute is to provide the elementary and high-school teacher direct contact with representatives of the American Market System. The philosophy of the institute is grounded on the belief that the United States offers the world's best model of a working democracy, providing a maximization of individual freedom and national progress. This success over the last two centuries owes much to the free market system. Based on this philosophy, the institutes are organized to openly discuss the private competitive market system. These discussions feature those individuals that lead the American Economy—they are America's business leaders. This format provides teachers with a fundamental and positive understanding of the American market system. The guiding reason behind this entire effort is quite simple—today's teachers are molding tomorrow's society, and therefore it is crucial for a better tomorrow to understand the basis of America's historical progress.

## *Setting the economic facts straight*



August 2, 1979

James J. Clarke, Ph.D.  
College of Commerce and Finance  
Department of Economics  
Villanova University  
Villanova, Pa. 19085

Dear Dr. Clarke,

Thank you for the opportunity afforded me by your program Institute on the American Economy. The cross section of speakers provided valuable knowledge and experience from their respective situations.

This was not just an economics course. It was an experience in American business, politics, and economics.

I found it fascinating to discuss topical issues with such high level executives in the multi-million dollar industries that were represented. I value having met presidents, a chairman of the board, politicians and other individuals who have such critically important positions in our economic system.

I am delighted that so many teachers of our young people also benefited from this excellent program and wish you continued success in the future.

Sincerely,

Frank J. Schaller, Jr.



# STRAIGHT FACTS!

3769 Del Mar Dr.  
Woodbridge, Va. 22193  
August 4, 1979

Louis G. Milione  
Invest-In-America National Council, Inc.  
Architects Bldg.  
Philadelphia, Pa. 19103

Dear Mr. Milione,

I have just completed Invest-In-America, summer institute in Northern Virginia. What a fantastic three week eye-opener! To begin with the course brought into focus many economic facts and terms that I sort of knew; but really didn't. Secondly, Dr. Goerge Hoffer is an outstanding director and teacher. Had he been the speaker every day the course would have still been very informative and enjoyable because he has a dynamic personality along with his expertise. However, all the speakers added up to a 100%+ course. As you know, we heard diverse ideas and covered a somewhat wide range of consumer economics. From an objective and subjective point of view some were better than others but all added to our knowledge.

I 'graduated' from the course with some previously fuzzy ideas having been put into full focus. Maybe earlier I wanted to keep them fuzzy because they really aren't pretty to look at. Our country is in economic trouble and our energy situation is greatly to blame for that or is at least fueling the inflation fire. Nonetheless the course re-affirmed that the United States can have a great future if we sincerely work to overcome our problems. I hope to carry this goal for America into my home, school and community. Particularly in the classroom area I will be assisted with books, audio-visual aids etc. which were given to us at the institute or we were informed where to obtain them.

I would have enjoyed a lecture regarding personal investments. The class was happy to briefly meet you but would have enjoyed an economic talk from you. Several class members told us that you are most knowledgeable and interesting. I plan to 'audit' some of the lectures next summer and hopefully your talk will be one.

Thank you and Dr. Hoffer and all who make Invest-In-America Institute possible. The institutes must surely have a ripple effect throughout America.

Sincerely,

Mrs. Nancy Pope

cc. G. Hoffer

## ***Young Americans are our Greatest National Resource***

"We all deeply appreciate the efforts of Invest-In-America to raise the level of economic understanding throughout our nation—and especially among our young people. Those young Americans are our greatest natural resource and it has never been more essential that they understand how our private enterprise system works."

*John E. Swearingen*  
*Chairman of the Board*  
*STANDARD OIL COMPANY (INDIANA)*



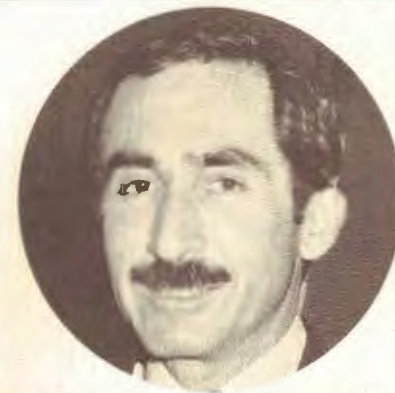
"Freedom is a state of mind. That's what the song says. It's a state of mind that we should forward through education, through the support of Invest-In-America. And you do me a great honor in presenting me with this award, and I pledge myself to do what I can to support this system."

*Thomas A. Murphy*  
*Chairman and CEO*  
*GENERAL MOTORS CORPORATION*  
*Upon receiving the American Eagle Award*



"Surely it is important that we all understand our economic system better, even if only as a rational point of departure for whatever changes we wish to make in it. It is heartening that the level of economic understanding among students is being raised through the efforts of business and educators in such an organization as Invest-In-America. The Wall Street Journal also is very active in this area."

*Warren H. Phillips*  
*Chairman, President and CEO*  
*DOW JONES AND COMPANY*



"Lecturing at Invest-In-America's University of Virginia Summer Institute was a super experience. I have found this to be the case many times when I go to speak at schools: the students respond to people from outside the academic world. That's why it is so important for organizations like this one to continue to be active in getting the message out to the young people of this country."

*Jeff NacNelly*  
*Two-time Pulitzer Prize-Winning*  
*Editorial Cartoonist*





# Should we have more Institutes?



## ***O.K.—Then we need more money***

We invite you to share the opportunity of making millions of Americans aware that inflation can only be beaten by increased productivity through new capital, tax rebates and incentives.

The "bottom line" of the preceding progress report is loud and clear. The word from our supporters for the past decade is, "Invest-In-America has given us more for our gift dollar in Economic Education."

As success breeds success, we expect to gain more supporters for an expanded program in the eighties: "The Decade of the Rediscovery of America."

It is time for all Americans to Invest-In-America! Please send your subscription while we can do something with it.

LOUIS G. MILIONE  
*President*  
*Invest-In-America*  
*National Council*







*Hon. J. William Middendorf, President and CEO, Financial General Bankshares in Washington, D.C. converses with teachers at the Institute on the American Economy at the University of Virginia in Arlington.*

Like Fletcher Byrom, Bob Buckley, John McGuff and others, I have gone to a number of Invest-In-America Institutes on the American Economy. I will continue to travel and invest my time and experience on behalf of this vital program—because it works. I am rewarded by the sincere interest and desire of the teachers to consider the market economy as an antidote to the failures of socialism. We have a lot of Americans who are looking for straight and honest answers.

**HON. J. WILLIAM MIDDENDORF**  
*President and CEO*  
*Financial General Bankshares, Inc.*  
*Washington, D.C.*







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**Invest-In-America National Council's 'Decade of the Seventies' Progress report merits the commendation and support of all Americans who treasure freedom and the free market economy. No group has made a greater impact on America's future, than the National Council's institutes on the American Economy where our nation's problems are reasoned and discussed for rational resolve.**

***President GERALD R. FORD***

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**INVEST-IN-AMERICA NATIONAL COUNCIL, INC.**

17th and Sansom Streets  
Philadelphia, PA 19103





*Hon. J. William Middendorf, Former President and CEO, Financial General Bankshares in Washington, D.C. converses with teachers at the Institute on the American Economy at the University of Virginia in Arlington.*

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**HON. J. WILLIAM MIDDENDORF**  
*U.S. Ambassador O.A.S. Nations*





OFFICIAL PHOTOGRAPH  
THE WHITE HOUSE  
WASHINGTON

50C 82 10486-25

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# Sarah Scaife Foundation

INCORPORATED

3900 Mellon Bank Building • Pittsburgh, Pennsylvania

Telephone (412) 392-2900

Mailing Address:  
P. O. Box 268  
Pittsburgh, PA 15230

Writer's Direct Dial 392-2913

*file*

*Guaranteed  
100%*

October 8, 1982

Mr. Morton Blackwell  
Special Assistant to the President  
for Public Liaison  
The White House  
Washington, D. C. 20500

Dear Morton:

As a member of the Board of Directors of Invest-In-America, I would like to personally thank you and your fine staff for making the arrangements for Invest-In-America to present the award to President Reagan on October 5, 1982.

I needn't tell you that we were pleased to make this presentation as a way of saying "thank you" to the first President that we have had in many years who shares the goals and ideals of Invest-In-America. I hope, too, that this visit by friends gave the President a short respite from his busy schedule.

Kind regards.

Sincerely,

*Dick*

Richard M. Larry  
President



# INVEST·IN·AMERICA NATIONAL COUNCIL, INC.

ARCHITECTS BUILDING / 117 SOUTH 17th STREET / SUITE 906-907 / PHILADELPHIA, PA. 19103 / TELEPHONE 215-568-7311

October 6, 1982

Mr. Mark Loveday  
Old Executive Office Building  
Room 191  
The White House  
Washington, D.C. 20500

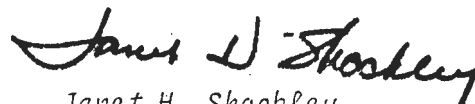
Dear Mark:

It gives me great pleasure to write you this well earned letter of thanks for a job well done.

Your efforts on behalf of Invest-in-America National Council were deeply appreciated by Mr. Milione and myself. Our colleagues, and Mr. Milione too, had nothing but praise for your tasks when describing the White House ceremony.

Once again, please accept my sincere thanks for your multitudinous endeavors.

Yours sincerely,

  
Janet H. Shockley

✓CC: Mr. Morton C. Blackwell

THE WHITE HOUSE  
WASHINGTON

Karen Novak  
has  
scratched for Dr M.

1.30 p.m  
Tues.

THE WHITE HOUSE  
WASHINGTON

Dave Fischer  
Tues 8.45 a.m

Check: 1a AMBASSADOR MIDDENDORF

- (1) Gate
- (2) Time of arrival at Gate
- (3) Physical Delivery of Eagle  
( Time & place )
- (4) Physical presentation of Eagle (~~How? Assistance?~~)  
no - stands on desk.
- (5) Changes- (a) Presenter  
(b) Teacher no's  
ok. (now 12,000+)
- (6) Extra people MCB, Red, MAL  
(11 guests)  
ok but may transfer →  
Cab. room.



THE WHITE HOUSE  
WASHINGTON

Donna Fisher  
Tues 8:42 a.m.

Check: LA AMBASSADOR NIDENDORF

- (1) Gate
  - (2) Time of arrival at Gate
  - (3) Physical Delivery of Baggage (Time & place)
  - (4) Physical presentation of Baggage (if ~~presented~~)
  - (5) Changes - (a) Presentor (b) Teacher no's (c) (now 12,000+)
  - (6) Extra people MCB, Red, MAJ (if guests)
- OK but may transfer →  
Cap. room

THE WHITE HOUSE  
WASHINGTON

Robert Wilson  
bottled out  
2:55 p.m.  
Tues.

1:30 p.m.  
Tues.