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(Public Relations: President's Name – Likeness)
Case File Number(s): 200000-202238
Box: 3

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Citation Guidelines: <https://reaganlibrary.gov/citing>

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WITHDRAWAL SHEET I

Ronald Reagan Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
letter case (201403CU)			
1. memo	From David B. Waller to Fred F. Fielding; re. <u>National Review</u> Advertisement Utilizing Clip of the President	1/23/84	B5
2. memo	From David B. Waller to Fred F. Fielding; re. <u>National Review</u>	1/19/84	B5 m 27
3. memo	From David B. Waller to Fred F. Fielding; re. <u>National Review</u> (2 pp.)	1/12/84	B5 1/10/01
COLLECTION: WHORM: Subject File			cas
FILE LOCATION: PR 014-09 (200000 - 202238)			5/29/92

RESTRICTION CODES

- | | |
|---|--|
| <p>A. National security classified information.</p> <p>B. Presidential Records Act</p> <p>B1. Release would violate a Federal statute.</p> <p>B2. Release would disclose trade secrets or confidential commercial or financial information.</p> <p>B3. Release would constitute a clearly unwarranted invasion of personal privacy.</p> <p>B4. Relating to appointment to Federal office.</p> <p>B5. Release would disclose confidential advice between the President and his advisors, or between such advisors.</p> | <p>B6. Release could disclose internal personnel rules and practices of an agency.</p> <p>B7. Release would disclose information compiled for law enforcement purposes.</p> <p>B8. Release would disclose information concerning the regulation of financial institutions.</p> <p>B9. Release would disclose geological or geophysical information concerning wells.</p> <p>C. Closed in accordance with restrictions contained in donor's deed of gift.</p> |
|---|--|

WITHDRAWAL SHEET

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|---|--|

JV

ID # 200487 CU

PRO14-09

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

*Pass -
look familiar?*

- O - OUTGOING
 - H - INTERNAL
 - I - INCOMING
- Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Marynell Rains

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: Use of President's photograph in advertisement for Jerry Burke Ford

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD
<u>CUNOCC</u>	ORIGINATOR	84/01/25
<u>CUNOCC</u>	Referral Note: <u>D</u>	84/01/25
<u>CUNOCC</u>	Referral Note: <u>I</u>	84/07/01
	Referral Note:	
		1 1
	Referral Note:	
		1 1
	Referral Note:	

- ACTION CODES:**
- A - Appropriate Action
 - C - Comment/Recommendation
 - D - Draft Response
 - F - Furnish Fact Sheet to be used as Enclosure
 - I - Info Copy Only/No Action Necessary
 - R - Direct Reply w/Copy
 - S - For Signature
 - X - Interim Reply
- DISPOSITION CODES:**
- A - Answered
 - B - Non-Special Referral
 - C - Completed
 - S - Suspended

FOR OUTGOING CORRESPONDENCE:
Type of Response = Initials of Signer
Code = "A"
Completion Date = Date of Outgoing

Comments: HA!

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOB).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 2 Individual Codes: 4000 _____

Prime Subject Code: PR 014-09 Secondary Subject Codes: FB 001 PR 005 BE 003-15 PU _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

- CPn - Presidential Correspondence**
- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

- CLn - First Lady's Correspondence**
- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

- CBn - Presidential & First Lady's Correspondence**
- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

July 1, 1984

MEMORANDUM FOR DIANNA G. HOLLAND

FROM: PETER J. RUSTHOVEN 

SUBJECT: Use of President's Photograph in
Advertisement for Jerry Burke Ford

Earlier this year, a public-spirited citizen from Joliet, Illinois, forwarded us a copy of the Plainfield (Illinois) Shopper that included an advertisement featuring a picture of the President and the text, "HE MIGHT BE PRESIDENT OF THE MOST POWERFUL NATION ON EARTH/But He's Never Had A Jerry Burke Ford Deal." While the first of these statements may be disputed by Soviet partisans, the second is indubitably true. As to what inspired Jerry Burke Ford to pair the two assertions in an ad of this sort, well . . . I'm sure you don't need my help in figuring that out.

Rather than encourage unseemly interest in this advertisement (or, rather more to the point, in the genesis of its predecessor from across the seas), I thought silence to be the better part of valor in this instance. And, I am glad to say that, notwithstanding my trepidation, no further examples of this marketing approach (by Jerry Burke Ford or others) have crossed my desk. E'en though I fear it will jinx me, I have now summoned sufficient courage to return these materials to you for filing.

Thank you.

PLAINFIELD

Distributed Free
to Plainfield, IL
Established 1982

SHOPPER

PUBLISHED BY THE SHOPPER PUBLICATIONS, INC.
820 E. NINTH ST., LOCKPORT - 815-838-1919
11009 FRONT ST., MOKERA - 312-479-2778
2322 PLAINFIELD RD., CREST HILL - 815-741-8815



FREE!

HE MIGHT BE PRESIDENT OF THE MOST POWERFUL NATION ON EARTH



But He's Never Had A Jerry Burke Ford Deal



**1984
FORD TEMPO.
NOW
\$5999***

Come out now and discover our low, low prices.
SAVE \$665 TO \$2700 on 1983 & '84
Escorts, LTD's, Tempo's and Trucks. Many colors
and models available for immediate delivery.

*MSRP. Dealer order only. Dealer destination
charge excluded. Sale prices good
until Nov. 12.

TEMPO, L Model P18

PRESERVATION COPY

He. were just wondering if
~~you~~ had interest in this
200487 Cu
Fred ~~Field~~ called them they said
was O.K. Check in to it.

Manwell Rains
2405 Hel-mar Ln
Joliet Ill 60435
1-815-436-937

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PR01409

O - OUTGOING

H - INTERNAL

I - INCOMING

Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Robert Nelson

MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: Writes President requesting to name their firm "Reagan Seafood Supply"

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CUBOLL</u>	<u>ORIGINATOR</u>	<u>DDI 8410128</u>			<u>C8410015 JV</u>
<u>COBT 17</u>	<u>D</u>	<u>DDI 8410130</u>			<u>C8410215 JV</u>
<u>CUFIEL</u>	<u>S</u>	<u>8410015 JV</u>	<u>FF</u>		<u>A840215</u>
		<u>1 1</u>			<u>1 1</u>
		<u>1 1</u>			<u>1 1</u>

ACTION CODES:

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet to be used as Enclosure

- I - Info Copy Only/No Action Necessary
- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

DISPOSITION CODES:

- A - Answered
- B - Non-Special Referral
- C - Completed
- S - Suspended

FOR OUTGOING CORRESPONDENCE:

- Type of Response = Initials of Signer
- Code = "A"
- Completion Date = Date of Outgoing

Comments: _____

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RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: L Individual Codes: 9200 _____

Prime Subject Code: PR014-09 Secondary Subject Codes: PR014-02 _____
B9003-06 _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P. _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

- CPn - Presidential Correspondence
 - n - 0 - Unknown
 - n - 1 - Ronald Wilson Reagan
 - n - 2 - Ronald Reagan
 - n - 3 - Ron
 - n - 4 - Dutch
 - n - 5 - Ron Reagan
 - n - 6 - Ronald
 - n - 7 - Ronnie
- CLn - First Lady's Correspondence
 - n - 0 - Unknown
 - n - 1 - Nancy Reagan
 - n - 2 - Nancy
 - n - 3 - Mrs. Ronald Reagan
- CBn - Presidential & First Lady's Correspondence
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 - n - 2 - Ron - Nancy

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- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

300921

THE WHITE HOUSE

WASHINGTON

February 15, 1984

Dear Mr. Nelson:

Thank you for your recent letter requesting permission to name your new business "Reagan Seafood Supply."

I regret to advise you that we cannot grant permission for you to use the President's name in the name of your seafood company. It is a matter of long-standing White House policy to refuse permission to use the name, signature or likeness of the President or First Lady in a commercial venture, regardless of the merits of the request. Indeed, given the number of requests of this nature the President receives, we are normally forced to decline such requests even from charitable or other non-profit organizations, unless they are entities in which he is personally involved or participates as President by virtue of historical precedent.

We very much appreciate your inquiry into this matter; however, we trust you understand the reasons we cannot authorize you to use the President's name in the manner you have described.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Robert Nelson
Nelson Electronic Sales, Inc.
3080 Olcott Street, Suite 120d
Santa Clara, California 95051

FFF:SMC:aea 2/15/84

cc: FFFielding/SMCooksey/Subj/Chron

THE WHITE HOUSE

WASHINGTON

February 15, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM:

SHERRIE M. COOKSEY *SMC*

SUBJECT:

Request to Name a Corporation
"Reagan Seafood Supply"

Robert Nelson has written the President seeking his permission to name Nelson's new business venture "Reagan Seafood Supply." Nelson states that he wants to use the President's name in the title of his business because: "(1) The Republicans will buy from us. (2) In the event you opt to run for re-election, it might afford a little publicity."

Attached for your review and signature is our standard letter explaining that we will not grant permission to use the President's name in connection with a commercial venture.

Attachment

NES

*net
reid*

NELSON ELECTRONIC SALES, INC.
3080 Olcott Street, Suite 120d
Santa Clara, CA 95051
(408) 980-1950

200957 *cu*

January 13, 1984

Mr. President Ronald Reagan
1600 Pennsylvania Ave. NW
Washington, D.C. 20500

Subject: Use of the Name Reagan in a New Firm.

Dear Mr. President:

I am writing this letter to secure your permission to use your name in a new firm we are starting called Reagan Seafood Supply.

I feel it would serve two (2) purposes:

1. The Republicans will buy from us.
2. In the event you opt to run for re-election, it might afford a little publicity.

The name comes from the three (3) principals involved in this startup. Dan Reid And Rick Gettino And Bob Nelson.

I trust this will meet with your approval.

Yours truly,

Robert Nelson
Robert Nelson

P.S.

We're all praying you will run for re-election. We haven't had a President with any guts since Teddy Roosevelt.

1984 JAN 29 11:51

1984 JAN 26 PM 7:21

Faint, illegible text, possibly bleed-through from the reverse side of the page.

500000

Faint, illegible text at the bottom right of the page.

MEB

JV

ID # 200958 CU

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PR014-09

Lasny

- O - OUTGOING
- H - INTERNAL
- I - INCOMING

Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Don Collins

MI Mail Report User Codes: (A) (B) (C)

Subject: writes President re: Saxon Algebra book

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code Tracking Date YY/MM/DD	Type of Response Code Completion Date YY/MM/DD
OWHOL	ORIGINATOR DD 8410128	C 84.02.02 JV
WAT 02	D DD 8410130	C 84.02.02 JV
Cybil	S 84102102 JV	FF A 84102102 JV
	1 1	1 1
	1 1	1 1

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Type of Response = Initials of Signer
 Code = "A"
 Completion Date = Date of Outgoing

Comments: See ID 199037w - Fiji

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RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 2 Individual Codes: 4000 _____

Prime Subject Code: PR 014-09 Secondary Subject Codes: PR 014-12 ED
SC _____ SP _____
PU _____ _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

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- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

309828

309828

THE WHITE HOUSE

WASHINGTON

February 2, 1984

Dear Mr. Collins:

Your recent letter to the President concerning an advertisement appearing in The Mathematics Teacher has been directed to my office for reply.

Please be advised that, as a matter of long-standing policy in this and previous Administrations, neither the name nor the photograph or likeness of the President should be used in any advertising, promotional or other commercial activities which in any way suggest a connection between the President and such advertising or promotion. This policy is generally well-known and, as a matter of fact, is set forth in section 236 of the Do's and Don'ts in Advertising Copy, published by the Council of Better Business Bureaus, Inc.

As you discovered, there are times, however, when individuals inadvertently fail to adhere to this policy. Such instances are oftentimes brought to our attention through the efforts of people such as you, thereby enabling us to take appropriate corrective action. In this instance, Mr. Saxon has been apprised of this long-standing policy and requested to take immediate steps to ensure that the policy is adhered to in the future.

Thank you for bringing this matter to our attention.

With best wishes,

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Don Collins
13134 Charington Drive, N.W.
Pickerington, Ohio 43147

FFF:HLG:aea 2/2/84

bcc: FFFielding/HLGarrett/Subj/Chron

11
Fred Fielding

200958

13134 Charington Dr. NW
Pickerington, Ohio 43147

December 1, 1983

Ronald Reagan
President of United States
1600 Pennsylvania Avenue
Washington, DC 20006

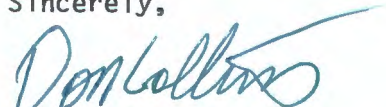
Dear Mr. Reagan:

The remarks that you made this summer in regards to the Saxon Algebra book were untimely and certainly not well researched. There are many within the established mathematics education community who dispute Mr. Saxon's claims. Gross exaggerations and not based upon valid educational research are two of the more common phrases that are used to describe his claims.

Mr. Saxon has taken your remarks as a recommendation of his texts which I am sure that you have not read or have the expertise to judge. He has gone so far as to have the "recommendation" printed as an advertisement in our professional journal (The Mathematics Teacher, the official journal of the National Council of Teacher's of Mathematics.) I am enclosing a copy of this advertisement.

|| This advertisement presents a question of commercialism that I'm sure you do not wish associated with your office.

Sincerely,


Don Collins

12/1/83

1:38

1984 JAN 26 PM 7: 22

MINORITIES DON'T SEEM TO BE IMPORTANT IN TEXAS!!

It is obvious that major changes must be made in our secondary mathematics curriculum if we are to reverse the trend in mathematics scores and attract more minority students into mathematics and science. We cannot be sure just what changes are desirable or even what changes are reasonable and possible. Certainly, we should not repeat the mistake of the 1960's when the curriculum recommendations of committees of experts were blindly implemented. These committees made no statements about the deficiencies of the old curriculum, made no statement of the changes to be made nor the goals to be reached and established no criteria to determine the effectiveness of the changes. But, worst of all, the curriculum was changed without ever proving that the new topics would be more effective or more desirable. It is difficult to believe that the proposals that led to the crippling of math and science education were implemented without ever having been tested in any way. Since the changes had been recommended by committees of experts, no testing was deemed necessary.

The shift in emphasis has not hurt our brilliant and well-motivated students, for many of these students have taken five years of mathematics in high school and have excelled in mathematics and science in college. But, the story is different for students who are not in this elite category. The scores of the middle range of students have tumbled, and the mathematical skills of many are almost non-existent as reported in the December 1981 issue of the *Mathematics Teacher* in an article which stated that 82 percent of American 17-year-olds cannot find the area of a right triangle given all 3 sides and 49 percent cannot find the area of a square given one side.

Thus, the need for drastic changes in mathematics education is immediate and pressing. But, changes must not be effected before they have been tested. A level-headed reaction to a crisis situation is difficult for humans as indicated in the old jingle, "When in danger, when in doubt, run in circles, scream and shout." Even the Texas legislature saw the need to act so they passed a law. The law directed the Texas Education Agency to mandate what should be taught in Texas schools. It did not occur to the legislature that the experts from the Texas Education Agency should be as confused as everyone else. But, the Texas Education Agency had been directed to act, and they did.

They rushed out, looked at the books in print, and mandated that the topics in those books be taught forever in Texas. They gave the publishers no room to

experiment, to develop a more effective approach or to emphasize topics that were more relevant. Because every major publisher follows the dictates of the Texas Education Agency, the end of our troubles in mathematics education will be postponed for many years. This will not injure the brilliant and super-motivated but will have disastrous effects on many minority students who need so desperately to improve their economic position in our society. This is especially true because the Texas Education Agency dictated that esoteric topics be emphasized at the expense of fundamentals.

The Texas proclamation would be ludicrous even if its effects could be restricted to Texas. For Algebra II, no mention was made of positive or negative exponents; but the writing of the equations of parabolas from the locus definition is required. No mention is made of fractional exponents or literal exponents, but convergent geometric series is a required topic. The solution of three equations in three variables is not mentioned, but matrix multiplication is demanded. Many American Algebra II students find ordinary percent word problems inscrutable, but the Texas proclamation does not mention this topic and, instead, requires the use of the binomial theorem, study of conic sections, the use of logarithms in problem solving to include a change of base; and, believe it or not—Texas Algebra II students are required to study Descartes Rule of Signs and the Upper and Lower Bound Theorem while scientific notation and basic algebraic manipulations necessary in chemistry and physics are totally ignored.

It is obvious that the Texas Education Agency gave little thought to the needs of the vast majority of our students when they outlined their requirements for mathematics topics. An uninformed observer might think that the Texas Education Agency was trying to demonstrate erudition rather than follow the spirit of the law that was passed by the Texas legislature.

We need mathematics books that will teach all the students—not just the brilliant few. We must reverse the flight from mathematics and science and attract more minorities to these disciplines in spite of the leadership from Texas. Look at my books. I wrote them before I knew that Texas had an education agency. These books will give us the turnaround we need so badly.

John Saxon
Norman, Oklahoma

Advertisement

THE PRESIDENT ★ ★ ★ OF THE ★ ★ ★ UNITED STATES

has recommended

John Saxon's Algebra Books
as a means of reversing
the downward trends
in math scores.

On 29 July 1983, the President said of Saxon's Algebra I book, "It can do wonders in increasing math skills It has average I.Q. students scoring above high I.Q. students and has Algebra I students outscoring Algebra II students who used traditional texts All we have to do is replace the old books with new books of this kind."

WE NOW HAVE 3 BOOKS IN PRINT. Order from Thompsons Book Depository, P.O. Box 53158, Oklahoma City, Oklahoma 73152. Wholesale price to schools and teachers. Send a school P.O. or a check. Include \$2.25 for postage and handling of single copy orders. These prices effective 1 Dec. '83.

	Alg. ½	Alg. 1	Alg. 1½
Wholesale	\$12.60	\$13.35	\$14.25
Retail	16.80	17.80	19.00

John Saxon, Grassdale Publishers
1002 Lincoln Green, Norman, Oklahoma 73069

the mathematics teacher

December 1983
Volume 78
Number 8

Courseware Review Index
page 711



RESULTS OF THE THIRD NAEP MATHEMATICS ASSESSMENT: SECONDARY SCHOOL

Thomas P. Carpenter, Mary M. Lindquist,
Westina Matthews, and Edward A. Silver

Sound Foundations: A Mathematical Game Simulation That "Stanza Part" from the Rest

Robert Gerver and Richard J. Sprot

Al-Khwarizmi

A. S. Arndt



national council of teachers of mathematics

JV

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PR014-09

Peter

- O - OUTGOING
- H - INTERNAL
- I - INCOMING
Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Stephen J. Howard

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: writes President regarding his suspected fraud in a mail appeal to help save the Statue of Liberty "Foundation to Rebuild America"

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code Tracking Date YY/MM/DD	Type of Response Code Completion Date YY/MM/DD
<u>CWJOL</u>	<u>ORIGINATOR</u> <u>84,01,31</u>	<u>C</u> <u>84,04,13</u>
<u>CWST 09</u>	<u>R</u> <u>84,01,31</u>	<u>DR</u> <u>84,04,13</u>
	<u>1 1</u>	<u>1 1</u>
	<u>1 1</u>	<u>1 1</u>
	<u>1 1</u>	<u>1 1</u>

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Prime Subject Code: PR014-09 Secondary Subject Codes: W9004 HW _____
PA002 _____
LB NEW Y _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

- CPn - Presidential Correspondence
 - n - 0 - Unknown
 - n - 1 - Ronald Wilson Reagan
 - n - 2 - Ronald Reagan
 - n - 3 - Ron
 - n - 4 - Dutch
 - n - 5 - Ron Reagan
 - n - 6 - Ronald
 - n - 7 - Ronnie

- CLn - First Lady's Correspondence
 - n - 0 - Unknown
 - n - 1 - Nancy Reagan
 - n - 2 - Nancy
 - n - 3 - Mrs. Ronald Reagan

- CBn - Presidential & First Lady's Correspondence
 - n - 1 - Ronald Reagan - Nancy Reagan
 - n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

April 13, 1984

Dear Mr. Howard:

Thank you for your letter to the President, which was called to the attention of our office, expressing your concern about the fundraising letter you received from the "Foundation to Rebuild America" soliciting contributions to its "Statue of Liberty Restoration Fund."

Neither the President, the White House nor any agency of the Federal Government has endorsed or is otherwise involved in this Foundation's fundraising efforts, whether for this or any other project. With respect to the particular solicitation letter you enclosed, which other persons had also brought to our attention, we have already protested its references to the President, which left the misleading impression that he was connected in some way with the Foundation's activities. It is our understanding that this letter is no longer being used.

I appreciate your taking the trouble to share your concern about this matter, and am glad to have this opportunity to clarify that the President is not affiliated in any way with the fundraising or other activities of this Foundation.

Sincerely,



Peter J. Rusthoven
Associate Counsel to the President

Mr. Stephen J. Howard
13025 Woodbridge Street
Studio City, California 91604

7 2
Legal counsel

13025 Woodbridge Street
Studio City, CA 91604

December 10, 1983

The White House
Washington, D.C.

201272 *cc*

Dear People:

I have received in the mail an appeal to help save the Statue of Liberty, supposedly from a "Foundation to Rebuild America" (no Board of Directors listed).

The letter refers many times to President Reagan and states that the President has asked citizens to contribute to the effort. There is only one problem: would a Foundation make the mistake (page 2) of stating that the original Statue was the "effort of the loyal, patriotic citizens of America?" Thus I suspect a fraud.

Sincerely,

Stephen J. Howard

Stephen J. Howard

1807 11/11 30 34 IS: 50

1984 JAN 30 PM 12:20

[Faint, illegible handwritten text]

[Faint, illegible typed text]

[Faint, illegible text]

[Faint, illegible text]

[Faint, illegible text]

Save the Statue of Liberty



Dear Proud American,

Because of your deep commitment to President Reagan and America I am proud to offer you a most special invitation.

Your support of President Reagan's patriotic call to rebuild the Statue of Liberty will allow you to have your name inscribed on the "Statue of Liberty Roll of Honor."

The "Statue of Liberty Restoration Fund's Roll of Honor" will not only show your support of President Reagan but will be a special bond between you and America's freedom's forever.

So please, after you read my letter tonight, let me know if you will accept my invitation to have your name inscribed on the "Statue of Liberty Roll of Honor."

But right now just let me tell you why President Reagan is desperate to rebuild the Statue of Liberty.

For 97 years, the Statue of Liberty, has served as America's symbol of hope and freedom.

For 97 years, she has proudly stood in New York Harbor braving storms and winter snows so that today she is literally falling apart from decay.

Now, for the first time since her dedication of 1886, the Statue of Liberty is facing a personal crisis.

"Miss Liberty" is literally falling apart.

Her "torch of freedom," which she has majestically held over America is crumbling like dust.

And decades of harsh weather have weakened her noble body...reducing her copper skin to but a fraction of it's original thickness.

Our gallant President, Ronald Reagan, realizes that we will lose the Statue of Liberty--piece by piece--to the depths of the New York Harbor if immediate action is not taken.

X As you may know, "Miss Liberty's" original creation was a massive effort of the loyal, patriotic citizens of America.

X Inspired by a group of private citizens...countrymen "dug deeply into their pockets" and generously donated all the funds so that "Miss Liberty" could stand proud in New York Harbor..

X With Americans loyally united in this noble cause, an incredible 80% of "Miss Liberty's" original \$400,000 dollar cost was unselfishly donated by patriotic Americans.

Therefore, in keeping with "Miss Liberty's" original tradition, President Reagan has decided not to ask Congress for funds to have her reconditioned.

And he is asking the private citizens, like you, to "dig deep into your hearts" and help "Miss Liberty" live.

My fellow Americans, "Miss Liberty" has nobly stood by her country through national crises and world wars...majestically proclaiming America's spirit of freedom.

Therefore, we can not let her down in her desperate hour of need.

This is why the Statue of Liberty Restoration Fund was founded.

The Statue of Liberty's restoration will be difficult. And it can not be done with out your assistance. So please help in "Miss Liberty's" hour of need.

Your loyal support will make the difference...will "Miss Liberty" stand or fall? Will our grandchildren never know what the Statue of Liberty means?

My friend, you can join the Statue of Liberty Restoration Fund, and know the satisfaction of preserving America's greatest symbol of freedom.

It saddens me to see her copper skin worn thin...to 1/2 of it's original thickness...due to acid rain and air pollutants.

And my heart breaks to see her torch tumble--piece by piece--into the New York Harbor. Gone forever.

Unfortunately, with the escalating cost of copper, "Miss Liberty's" reconstruction will be quite costly.

An estimated \$230 million dollars must be raised to return "Miss Liberty" to her original glorious beauty.

And construction must begin immediately.

Now my question to you is a very personal one. Will you join the "Statue of Liberty Restoration Fund's Roll of Honor."

This is a once, in a lifetime opportunity.

By joining the Statue of Liberty Honor Roll you will be telling your children and grandchildren that you care about our national symbol of freedom.

By joining the Statue of Liberty Honor Roll you will be answering President Reagan's call to save "Miss Liberty."

So please join the Statue of Liberty Honor Roll.

And please mail your maximum contribution to the Foundation to Rebuild America.

Right now the Foundation to Rebuild America is leading the fight to save the Statue of Liberty.

Your donation of \$1,000, \$500, \$250, \$100, or \$50 can help restore the Statue of Liberty.

Or \$25, \$15, \$10 can help alot.

Every dollar is crucial. For you and I can not let the Statue of Liberty just disappear.

You and I must join President Reagan in saving our national symbol.

So please join the Statue of Liberty Honor Roll and mail your maximum contribution to the Foundation to Rebuild America.

Sincerely,



Tony Campaigne
Executive Director

PRO1409

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING
- H - INTERNAL
- I - INCOMING

Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: David B Walker / Richard L. Gordon

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: National Review Advertisement
Utilizing Cup of the President

ROUTE TO:	ACTION	DISPOSITION			
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CWHOLL</u>	<u>ORIGINATOR</u>	<u>84101123</u>	<u>JV</u>	<u>C</u>	<u>84101123</u>
	Referral Note:				
<u>CW074</u>	<u>D</u>	<u>84101123</u>	<u>JV</u>	<u>C</u>	<u>84101123</u>
	Referral Note:	<u>handled by phone</u>			
<u>CWFIEL</u>	<u>I</u>	<u>84101123</u>	<u>JV</u>		<u>84101123</u>
	Referral Note:				
		<u>1 1</u>			<u>1 1</u>
	Referral Note:				
		<u>1 1</u>			<u>1 1</u>
	Referral Note:				

- ACTION CODES:**
- A - Appropriate Action
 - C - Comment/Recommendation
 - D - Draft Response
 - F - Furnish Fact Sheet to be used as Enclosure
 - I - Info Copy Only/No Action Necessary
 - R - Direct Reply w/Copy
 - S - For Signature
 - X - Interim Reply
- DISPOSITION CODES:**
- A - Answered
 - B - Non-Special Referral
 - C - Completed
 - S - Suspended

FOR OUTGOING CORRESPONDENCE:
 Type of Response = Initials of Signer
 Code = "A"
 Completion Date = Date of Outgoing

Comments: _____

Keep this worksheet attached to the original incoming letter.
 Send all routing updates to Central Reference (Room 75, OEOB).
 Always return completed correspondence record to Central Files.
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: L Individual Codes: 4620 _____

Prime Subject Code: PR014-09 Secondary Subject Codes: PU B9003-04 PR016-01 FB001 _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

 O - OUTGOING H - INTERNAL I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1 1Name of Correspondent: David B. Walker MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: clip of the President used in advertisement
being run by "National Review"

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CVHOLL</u>	<u>ORIGINATOR</u>	<u>84,01,19</u>		<u>C</u>	<u>84,01,19</u>
<u>CVSTIY</u>	<u>D</u>	<u>84,01,19</u>		<u>C</u>	<u>84,01,19</u>
<u>CVFEL</u>	<u>I</u>	<u>84,01,19</u>		<u>C</u>	<u>84,01,19</u>
		<u>1 1</u>			<u>1 1</u>
		<u>1 1</u>			<u>1 1</u>

ACTION CODES:

A - Appropriate Action
C - Comment/Recommendation
D - Draft Response
F - Furnish Fact Sheet
to be used as Enclosure

I - Info Copy Only/No Action Necessary
R - Direct Reply w/Copy
S - For Signature
X - Interim Reply

DISPOSITION CODES:

A - Answered
B - Non-Special Referral
C - Completed
S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
Code = "A"
Completion Date = Date of Outgoing

Comments: _____

Keep this worksheet attached to the original incoming letter.

Send all routing updates to Central Reference (Room 75, OEOB).

Always return completed correspondence record to Central Files.

Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: _____ Individual Codes: _____

Prime Subject Code: _____ Secondary Subject Codes: _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

- CPn - Presidential Correspondence**
- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

- CLn - First Lady's Correspondence**
- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

- CBn - Presidential & First Lady's Correspondence**
- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
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- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

January 23, 1984

FOR: FRED F. FIELDING
FROM: DAVID B. WALLER *DBW*
SUBJECT: National Review Advertisement Utilizing
Clip of the President

As we agreed, on Friday evening I contacted Ken Cribb regarding the referenced matter. He agreed to contact Bill Rusher in an effort to resolve the discrepancy discussed in my January 12 and 19, 1984 memoranda (Tab A), and reported in the article in Advertising Age attached to the latter. As I mentioned, I have had numerous follow-up calls from Richard Gordon, the author of the Advertising Age article. Presumably he is interested in determining what follow-up, if any, we have taken since learning of this potential misuse of the tape of the President.

This afternoon Ken notified me that he had reached Rusher and was advised by him that the run on the ad has ended. The matter has, therefore, been rendered moot.

I intend to return Mr. Gordon's calls and notify him of that fact. Similarly, I have attached proposed responses to the correspondence we have received on this matter (Tab B).

THE WHITE HOUSE
WASHINGTON

January 19, 1984

FOR: FRED F. FIELDING

FROM: DAVID B. WALLER *DBW*

SUBJECT: National Review

*FYI - David called
to say that
"Advertising Age"
is going to
print tonight*

My memorandum to you of January 12, 1984 (Tab A) discusses the background of the matter concerning the advertisement being run by National Review ("NR") in which appears a clip of the President, and the inquiry we received regarding same from an Advertising Age reporter. Consistent with our discussion on January 13, I returned the reporter's follow-up call and provided him with the information we discussed regarding our response to NR's inquiry concerning use of the clip.

By letter of January 17 (Tab B), the reporter, Richard Gordon, forwarded to me a copy of his article as it appeared. The article quotes NR's publisher as saying that you told him "there was no need for [you] to give permission to use the clip since it was in the public domain." I am then quoted as saying "What we told the National Review is that the tape is in the public domain, and we don't object to its use so long as it is not used in any fashion which suggests in any way a connection between the President and any advertisement or commercial promotion."

The article states that NR's advertising agency said "the spot was scheduled to complete its run last weekend." If that is true, this matter is essentially moot. As you know, however, we have received mail questioning NR's use of the clip of the President in the ad and/or our alleged grant of permission for same.

I recommend that we call NR and diplomatically restate our position, and gain their assurance that the ad will no longer be run. We can then respond to the mail on this subject with assurance that the matter is resolved.

Please advise whether you would like me to call NR or whether you prefer to do so.

THE WHITE HOUSE
WASHINGTON

January 12, 1984

FOR: FRED F. FIELDING
FROM: DAVID B. WALLER *DBW*
SUBJECT: National Review Magazine

As I mentioned at the staff meeting this morning, the Press Office yesterday referred to me a call from a Rick Gordon of Advertising Age magazine. Speaking to Kathy in my absence, Gordon referred to a television commercial he had seen promoting National Review ("NR"). He indicated that the ad includes a clip of the President's appearance at a reception in honor of the opening of NR's Washington office at which the President stated that NR was his "favorite magazine," etc.

Gordon indicated that he had spoken with NR, and they indicated they had received approval from the White House to use the clip. Our check with NR revealed that according to Publisher Bill Rusher, he spoke with Ken Cribb and was told that the clip was in the public domain and therefore written White House approval was not necessary.

In keeping with our discussion in the staff meeting, I returned Gordon's call. He indicated that the subject advertisement is approximately two minutes in length and features Charlton Heston, Tom Selleck and the President. Heston begins by saying he does not normally do commercials and he is doing this one for free because NR is the most enjoyable and informative magazine he reads. After Selleck adds his praise for the magazine, Heston comments that "not only actors like it, so do ex-actors." The clip of the President is then shown with him saying "well, I think you know that NR is my favorite magazine. It is my favorite because it is splendidly written and a pleasure to read." Heston then reappears with a subscription plug.

Gordon advised that the issue of the propriety of the ad was raised by CBS when they requested that NR provide a release from the White House. It was then apparently that NR placed a call to our office. (It is interesting that Gordon told me that NR's call went to "Fielding's" office, yet in our earlier call to NR they indicated that the call went to Ken Cribb.) According to Gordon, NR said that we responded to the call by saying the clip is in the public domain and we have no objection to its use.

70.1/16

f. v. on Hand

I advised Gordon that although I was not privy to the conversation, it was my understanding that our response was to the effect that the clip was in the public domain and we had no objection to its use, so long as it was not used "in any fashion that suggests a connection between the President and any advertising or promotion."

In response to Gordon's request for my opinion whether the ad is in violation of that policy, I indicated we would want to see the actual ad before rendering an opinion. I invited him to provide us with a copy if he obtains one. He volunteered NR's number (212/679-7330) and the number of the agency that prepared the ad, National Media Group (215/265-1410).

It certainly appears to me that Gordon is preparing to write a story that will either attempt to drive a wedge between the White House and NR on this matter or one that suggests we are giving NR favorable treatment regarding use of the tape of the President. It appears that he has material which he can use to create a "swearing contest." I recommend that we discuss the matter with Ken and then consider calling NR in an effort to resolve the problem. Assuming we are able to do so, we should consider advising Gordon of the resolution. That would demonstrate our follow-up on this problem.

Crain Communications Inc

Washington News Bureau
Suite 814
National Press Building
Washington, D.C. 20045
(202) 662-7200



CRAIN MARKETING

Advertising Age
Advertising Age's FOCUS
Business Marketing
Electronic Media

CRAIN AUTOMOTIVE

Automotive News
Autoweek
Crain's Tire Business
European Rubber Journal
Rubber & Plastics News

CRAIN MANAGEMENT

Business Insurance
Crain's Chicago Business
Crain's Cleveland Business
Crain's Illinois Business
Modern Healthcare
Pensions & Investment Age

AMERICAN TRADE MAGAZINES DIVISION

American Clean Car
American Coin-Op
American Dry Cleaner
American Laundry

CRAIN BOOKS

CRAIN SERVICES

Jan. 17, 1984

201403 *cu*

Mr. Waller:

Here is the story that appeared in Advertising on Jan. 16
concerning the National Review advertising campaign.

I'll be in touch.

Rich Gordon

Richard L. Gordon
Senior Reporter

last minute news

Sponsors warm to issues

ton names JWT as worldwide shop

ork—Benetton, the Italian sportswear marketer, has named J. Thompson Co. as worldwide agency for its estimated \$10 million. The previous agency is El Dorado, Paris. There had been no in the U.S., and the selection of JWT apparently came out of a r an agency here.

studying possible Ayer conflict

—Sears, Roebuck is looking into the possibility of a conflict aris- competitor J.C. Penney Co.'s naming of N W Ayer, New York, to national advertising, a Sears spokesman said. Ayer also handles 's Business Centers, which are freestanding retail units selling upment and computers (see story on Page 3).

year, Uniroyal, Firestone breaking drives

—Goodyear Tire will push its new Vector all-season tire on tv with the Olympics telecast Feb. 7. (Also see Michelin story on Page hello to Vector" is the theme via Campbell-Ewald, Warren, Mich. niroyal, Troy, Mich., is using the theme "You may never need a good" for 1984. Premium tires with a beefed-up budget are spot- Performance, on/off road and sealant tires are featured in the tv ajazine drive breaking the last week in January. Young & Rubi- (Continued on Page 8)

By DIANE MERMIGAS

Advertiser acceptance of ABC's "Something About Amelia," which addressed the subject of incest, clearly shows that advertisers have become more willing to buy time during tv programs on sensitive subjects, providing they are handled in a nonexploitive manner.

Some ad agency executives believe a major boost in this direction was the absence of negative fallout for advertisers that purchased time on ABC's controversial nuclear attack drama "The Day After" last November.

ABC last week released internal research on the social impact of the unprecedented tv movie. The research showed that viewers' attitudes toward participating advertisers were not adversely affected (see related story, Page 72).

As with "The Day After,"

viewers exhibited an overwhelming interest in thoughtfully pursued pro-social issues by turning out in droves Jan. 9 for the less ambitiously hyped, but equally daring, "Something About Amelia."

The first dramatic tv program to address the problem of father-daughter incest was the second-highest-ranked made-for-tv movie of all time in household delivery (26,400,000), slightly less than "The Day After's" 38,550,000.

Unlike "The Day After," most advertisers that supported "Something About Amelia" were regular, sometimes conservative, prime time spenders, including Bristol-Myers, Gillette Co. and S.C. Johnson & Son.

"We are witnessing a loosening up on the part of some advertisers who in the past would run the (Continued on Page 72)

'Amelia' wins big

By JAMES P. FORKAN

New York—ABC clobbered the competition last Monday night with "Something About Amelia."

With a 31.6 rating and 46 share, it was topped only by "The Day After" as the season's top-rated made-for-tv film.

"Amelia," whose commercial time was sold out despite its touchy theme (AA, Jan. 9), (Continued on Page 72)

Media makes for inquiring minds

abloid backs CBS news

By CRAIG BEISS

w York—"This is 'The CBS Morning News,' brought to you by... the National Enquirer." Somehow, the announcement last week of the last half-hour of "The CBS Morning News" was being made possible by a commercial from the Lantana, Fla.-based publication seemed to contradict the much-touted tradition of CBS News. The National Enquirer has been referred to that program as a "scandal sheet" of questionable news validity. The scheduling added even more irony. The sponsorship announcement followed an interview with Harold Evans, author of "Bad Times, Bad Times," a book critical of Rupert Murdoch, publisher of the Enquirer's rival, the Star. The Enquirer advertises on all three (Continued on Page 68)



Reagan in 'Review' role

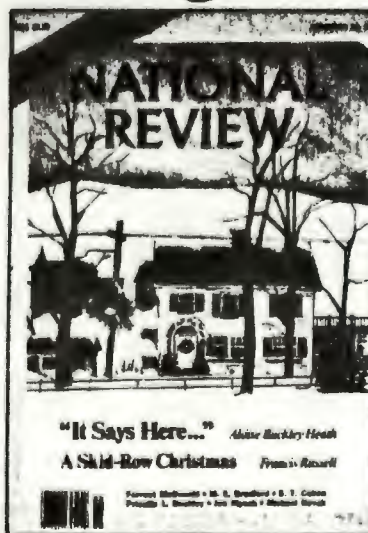
By RICHARD L. GORDON

WASHINGTON—The White House says it is backtracking to find out how President Reagan turned up in a tv commercial for longtime friend William Buckley's National Review.

The President has been appearing, along with actors Charlton Heston and Tom Selleck, in a two-minute commercial for National Review since Dec. 26.

In the spot, the President calls the conservative political journal his "favorite magazine... splendidly written, brilliantly edited and a pleasure to read."

The clip used in the spot was lifted from an NBC News tape of remarks delivered by the President to a National Review banquet here early last year. The White House confirmed last week that it had discussed use of the clip with the magazine, but there was confusion on whether the White House gave a green light to use the footage in a commercial. (Continued on Page 68)



pects to get those new
m the suburbs and at
e of the Chicago Trib-

g circulation should
ewspaper' more profit-
ed. In fiscal 1983 (end-
) the Sun-Times had a
income of \$4 million on
in revenues. It is the
ole U.S. newspaper Mr.
s purchased.

dia baron's News
st Monday officially
the Sun-Times, its
syndicate and related
rom Field Enterprises
ated \$100 million.

time, Mr. Page was
as publisher from the
ld, where he served in
apacity for nearly a

r. Page's first priorities
tering the amount of
tent.

ay newspaper will be

by critics that Mr. Murdoch's
newspapers use the news pages to
support certain political causes and
candidates.

For example, in 1982 the *New York Post* ran a "coupon question" asking readers if Mayor Edward Koch should run for governor. A short time after the highly touted results were in, Mr. Koch announced his candidacy and received the *Post's* support.

"The paper will not be partisan in the news columns... it will be partisan on the editorial page [but] we haven't decided what those views will be," says Mr. Page.

Contest promotions are coming. Again in New York and Boston, News America has enjoyed circulation gains on the coattails of giveaways such as Wingo numbers contests. While no decision has been made to go with Wingo here, there will be some type of in-paper promotions—a tactic needed to combat the *Tribune*, Mr. Page says.

W 'Post' wants Evans

The newspaper battle here will escalate on another front in the afternoon—as the soon-to-emerge *Chicago Evening* begins making its move.

It is hoping to soon announce that British journalist Harold Evans will take over as editor for the daily afternoon tabloid. Mr. Evans, editor of the *London Times*, but resigned after a dispute with Rupert Murdoch over editorial and budgeting policies. Evans still has some pending contracts with other organizations that may stop him from taking the job, says John Malone, a top executive at News America. News America would absolutely love to have Harold Evans and there is an agreement we just may, but a lot of things have to be worked out, Mr. Malone.

Evans, the *Post* is negotiating with the *Chicago Tribune* to use its Freedom Center printing facility. Those ads would be delivered to newsstands in downtown Chicago. *Post* management is also talking with four other printing companies located around the city. Evans is expected to hit the streets in late April or May. #

Braniff starts taxiing toward takeoff

BY TOM BAYER

Braniff begins acceptance of orders today at 1-800-234-2345 in preparation for its launch.

The airline will re-launch between 15 cities

where Braniff's former competitors have become more entrenched in the almost two years that Braniff struggled to reorganize through bankruptcy proceedings.

Braniff will reveal what it calls a no-nonsense marketing strategy in mid-February when the new Hyatt

Corp. division begins a \$10 million

campaign via N W Ayer, New York, to woo the business and leisure traveler.

Braniff spokesmen are short on specifics. But at a meeting of the Dallas Advertising League last week, Braniff's senior vp-marketing Tom Lagow said the airline intends to offer distinctive service

corp. division begins a \$10 million campaign via N W Ayer, New York, to woo the business and leisure traveler. Braniff spokesmen are short on specifics. But at a meeting of the Dallas Advertising League last week, Braniff's senior vp-marketing Tom Lagow said the airline intends to offer distinctive service

Mr. Page eventually will fill the general manager job but not the exec vp-marketing post.

Reagan's role gets review

(Continued from Page 1)

authority to prohibit advertisers from using the President, but it tells advertisers they are violating the code of good advertising practices adopted by the Council of Better Business Bureaus. "We are not departing from that policy," he said. The White House and *National Review* publisher William Rusher were in agreement last week that the President's lawyers had been contacted about use of the NBC tape and that the White House had decided it was "in the public domain."

"I checked with the White House," Mr. Rusher said, "and was referred to [White House counsel] Fred Fielding. Mr. Fielding replied there was no need for him to give permission to use the clip since it was in the public domain. White House lawyers confirmed the "public domain" conclusion. But Mr. Waller said there was a caveat. "What we told the *National Review* is that the tape is in the public domain, and we don't object to its use so long as it is not used in any fashion which suggests in any way a connection between the President and any advertisement

or commercial promotion." Mr. Rusher said the President's appearance in the spot was for a commercial purpose. "Oh, sure. I don't think we can deny it," he said last week. He said the commercial already has attracted "tens of thousands" of subscription orders for *National Review*, which had a circulation of 101,000 before the campaign began. Mr. Rusher noted that the magazine had been quoting the President's remarks in its direct-mail advertising for some time and was unaware that it even needed to consult the White House until ad clearance officials for CBS stations asked for White House approval before accepting the commercial. In earlier episodes, the White House protested when footage of the President turned up in an ad on a Washington tv station promoting a special on fictional super-agent James Bond. The White House did not object, however, when a first anniversary message taped by the President for Satellite News Channel was used by the cable network as an on-air promotional announcement (AA, July 4). #

Tablet book...

Chicago Tribune editor James Squires laughs at remarks by Pulitzer Prize-winning columnist Mike Royko at a press conference last week announcing Mr. Royko's move to the *Tribune* from the *Sun-Times*.

"That job no longer exists around here," says Mr. Page. "We operate much more streamlined."

He contends that the sales and circulation staffs have been supportive but acknowledged that there were a few "doubting Thomases" within the editorial ranks.

One of them obviously is Pulitzer prize-winning columnist Mike Royko. Mr. Royko was so strongly opposed to Mr. Murdoch's purchase that he bolted the *Sun-Times* for the *Tribune*. The move generated wide-scale media attention in Chicago and the nation.

Mr. Page has taken the columnist to court, claiming he broke an exclusive contract with the *Sun-Times* and charging the *Tribune* with "malicious interference" with the business of his newspaper. On

Thursday a circuit court judge denied a preliminary injunction and dismissed the suit, ruling that Mr. Royko could write for the *Tribune*. The *Sun-Times* may appeal.

Some say that Mr. Royko's position is putting a spotlight on the community's concern over Mr. Murdoch's plans for the newspaper. Mr. Page disagrees.

"The only negative about this whole thing [coming to Chicago] has been this issue involving Mike Royko," says Mr. Page.

Other editorial workers will be given a chance to leave this week when News America officially informs the Chicago Newspaper Guild of the sale. That move enacts a 15 day window clause that allows a guild member to leave the newspaper with severance pay. #

Ann Anderson

11/2/89

Name	Date
Nancy Scott-Finn	5/12/86

JV

PR01409

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

Larry

O - OUTGOING

H - INTERNAL

I - INCOMING

Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Margaret Keener

MI Mail Report User Codes: (A) (B) (C)

Subject: Write President again re: Saxon Algebra Books

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code Tracking Date YY/MM/DD	Type of Response Code Completion Date YY/MM/DD
CWAOL	DD ORIGINATOR 84.02.01	C 84.02.02 JV
CNAT 02	D DD Referral Note: 84.02.01	C 84.02.02 JV
CUFIEL	S Referral Note: 84.02.02 JV	A 84.02.02 JV

ACTION CODES:

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet to be used as Enclosure
- I - Info Copy Only/No Action Necessary
- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

DISPOSITION CODES:

- A - Answered
- B - Non-Special Referral
- C - Completed
- S - Suspended

FOR OUTGOING CORRESPONDENCE:

- Type of Response = Initials of Signer
- Code = "A"
- Completion Date = Date of Outgoing

Comments: no record of prior correspondence
Feb 28 4 11 AM ltr. to John Saxon, Grandale
Publ. JV

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOB).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 2 Individual Codes: 4006 _____

Prime Subject Code: PR 014-09 Secondary Subject Codes: PR 014-12 SC _____
PU _____
ED _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

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- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

207 132

THE WHITE HOUSE

WASHINGTON

February 2, 1984.

Dear Ms. Keener:

Your recent letter to the President concerning an advertisement appearing in The Mathematics Teacher has been directed to my office for reply.

Please be advised that, as a matter of long-standing policy in this and previous Administrations, neither the name nor the photograph or likeness of the President should be used in any advertising, promotional or other commercial activities which in any way suggest a connection between the President and such advertising or promotion. This policy is generally well-known and, as a matter of fact, is set forth in section 236 of the Do's and Don'ts in Advertising Copy, published by the Council of Better Business Bureaus, Inc.

As you discovered, there are times, however, when individuals inadvertently fail to adhere to this policy. Such instances are oftentimes brought to our attention through the efforts of people such as you, thereby enabling us to take appropriate corrective action. In this instance, Mr. Saxon has been apprised of this long-standing policy and requested to take immediate steps to ensure that the policy is adhered to in the future.

Thank you for bringing this matter to our attention.

With best wishes,

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Ms. Margaret Keener
823 Ranch Avenue
Stillwater, OK 74075

FFF:HLG:aea 2/2/84

cc: FFFielding/HLGarrett/Subj/Chron

THE WHITE HOUSE

WASHINGTON

February 2, 1984

Dear Mr. Saxon:

It has recently come to our attention that you misquoted and used remarks made by the President at a White House reception last summer in your advertisement which appeared in The Mathematics Teacher.

Please be advised that, as a matter of long-standing policy in this and previous Administrations, neither the name nor the photograph or likeness of the President should be used in any advertising, promotional or other commercial activities which in any way suggests a connection between the President and such advertising or promotion. This policy is set forth in section 236 of the Do's and Don'ts in Advertising Copy, published by the Council of Better Business Bureaus, Inc.

We would appreciate it if you would take immediate steps to ensure that this policy is adhered to in the future.

Thank you for your cooperation.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. John Saxon
Grassdale Publishers
1002 Lincoln Green
Norman, Oklahoma 73069

cc: National Council of Teachers
of Mathematics

FFF:HLG:aea 2/2/84
bcc: FFFielding
HLGarrett
Subj
Chron

THE WHITE HOUSE
WASHINGTON

January 31, 1984

To: Counsel's Office

Do you wish to do anything with
the attached letter and the
advertisement it encloses, or
could you please provide us with
some guidance?

Thank you,



Dan Engler
Special Letter Reply
Rm. 93, x2276

25

823 Ranch Ave.
Stillwater, OK. 74075
Dec. 3, 1983

President Ronald Reagan 201435 W
White House
1600 Pennsylvania Ave.
Washington, D.C.

SLR

Dear President Reagan:

In September I wrote you
a letter referring to your com-
ments on John Saxon's Algebra
books. Since I haven't heard
from you I don't know if
you never received the letter
or if you declined to answer.

When I opened the Dec.
issue of "The Mathematician's Teacher"
I found the enclosed advertisement.
I again request that you send
me the research you did and
the reasons you chose to

enclose these texts.

Sincerely yours,

Margaret Keener

THE WHITE HOUSE

WASHINGTON

February 2, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM:

H. LAWRENCE GARRETT, 

SUBJECT:

Use of President's Remarks as Basis
for Commercial Advertising

On July 29, 1983, the President, at a White House reception for members of the National Association of Elementary School Principals and the National Association of Secondary School Principals, made the following remarks:

I'm also reading some interesting things about new text books that can do wonders with increasing math skills. I'm sure you've probably heard about the new math textbook. It's by a fellow named John Saxon, that has average I.Q. students scoring above high I.Q. students, and has Algebra I students who use this textbook doing better on tests than Algebra II students who use the traditional text....So, here's another area we could look into. All we have to do is simply replace the old books as they wear out with new books of this kind.

Mr. Don Collins (Tab A) and Mrs. Margaret Keener (Tab B) recently wrote advising that portions of these remarks have been used in a professional journal, The Mathematics Teacher, advertising the sale of Mr. Saxon's textbooks. My review reveals that not only were the remarks so used, but the remarks cited are, in fact, inaccurate.

Such use clearly violates our policy. Accordingly, I have prepared an appropriate letter for your review and signature so advising Mr. Saxon, together with letters to Mr. Collins and Mrs. Keener thanking them for apprising us of this situation.

Attachments

THE PRESIDENT ★ ★ ★ OF THE ★ ★ ★ UNITED STATES

has recommended

John Saxon's Algebra Books
as a means of reversing
the downward trends
in math scores.

On 29 July 1983, the President said of Saxon's Algebra I book, "It can do wonders in increasing math skills It has average I.Q. students scoring above high I.Q. students and has Algebra I students outscoring Algebra II students who used traditional texts All we have to do is replace the old books with new books of this kind."

WE NOW HAVE 3 BOOKS IN PRINT. Order from Thompsons Book Depository, P.O. Box 53158, Oklahoma City, Oklahoma 73152. Wholesale price to schools and teachers. Send a school P.O. or a check. Include \$2.25 for postage and handling of single copy orders. These prices effective 1 Dec. '83.

	Alg. 1/2	Alg. 1	Alg. 1 1/2
Wholesale	\$12.60	\$13.35	\$14.25
Retail	16.80	17.80	19.00

John Saxon, Grassdale Publishers
1002 Lincoln Green, Norman, Oklahoma 73069

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Copy to F. Fieldy Bi 202-24m

JV

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PRO1409

- O - OUTGOING
- H - INTERNAL
- I - INCOMING
Date Correspondence Received (YY/MM/DD) 1 1

SMC

Name of Correspondent: Mary Haas

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: writes President requesting permission to use quote from his 1983 VICA conference speech on a panel for display at state conference for VICA, Illinois

ROUTE TO: Office/Agency (Staff Name)	ACTION		DISPOSITION	
	Action Code	Tracking Date YY/MM/DD	Type of Response Code	Completion Date YY/MM/DD
<u>CUHOLL</u>	<u>ORIGINATOR</u>	<u>84102101</u>		<u>C 84103106</u> JV
<u>CUAT17</u>	<u>D</u>	<u>84102101</u>		<u>C 84103106</u> JV
<u>CUFIEL</u>	<u>S</u>	<u>84103106</u>	<u>JFF</u>	<u>A 84103106</u> JV
		<u>1 1</u>		<u>1 1</u>
		<u>1 1</u>		<u>1 1</u>

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- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet to be used as Enclosure
- I - Info Copy Only/No Action Necessary
- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

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- A - Answered
- B - Non-Special Referral
- C - Completed
- S - Suspended

FOR OUTGOING CORRESPONDENCE:

- Type of Response = Initials of Signer
- Code = "A"
- Completion Date = Date of Outgoing

Comments: _____

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOb).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: L Individual Codes: 4800 _____

Prime Subject Code: PR 014 - 09 Secondary Subject Codes: TR 082.01 57013
P 779
WE 009

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
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- n - 7 - Ronnie

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- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

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- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

501984

THE WHITE HOUSE
WASHINGTON

March 6, 1984

Dear Miss Haas:

Thank you for your letter to the President requesting permission to use a quote from his June 29, 1983 remarks to the annual National Leadership Conference of the Vocational Industrial Clubs of America ("VICA") in a display you are putting together for the Illinois VICA conference in May, 1984. We have no legal objections to your using the President's quote in your school display, and wish you luck in your project and conference.

With best regards,

Sincerely,

Orig. signed by FFF
Fred F. Fielding
Counsel to the President

Miss Mary Haas
DAVEA Center
301 North Swift Road
Addison, Illinois 60101

FFF:SMC:ph 3/6/84
cc: FFFielding
SMCooksey
Subject
Chron.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 6, 1984

FOR: FRED F. FIELDING
FROM: SHERRIE M. COOKSEY *SMC*
SUBJECT: Use of Presidential Quote

Mary Haas, a Vocational Industrial Clubs of America (VICA) student in Addison, Illinois, has written the President requesting permission to use a quote from his speech to the annual National Leadership Conference of the Vocational Industrial Clubs of America in Louisville, Kentucky on June 29, 1983. Haas would put this quote in a display she is putting together for the Illinois VICA Conference.

The quote she has selected is straight from the President's June 29 speech, and I have no legal objections to her using it for her display.

Accordingly, attached for your review and signature is a letter so advising Miss Haas.

Attachment

Clubs In Action

Carpentry Students 'Nail Down' Skills

Elma High School Carpentry classes in Elma, Washington, don't take on small projects. Under the direction of 75 year old instructor R.E. "Jack" Willis, the students recently completed a gigantic playshed for the McCleary School District. The 60 by 100 foot structure was the major project undertaken by the class for the 1982-83 school year. The Elma students were responsible for all carpentry

and cement work except for the construction of the huge trusses that support the roof. The only costs to McCleary School District were for materials, a little subcontracting, and a donation to Elma's VICA Club.

The playshed construction offered students in Willis's pre-apprenticeship carpenter training course some unique learning opportunities—and some problems. The students learned how to work

within an architect's specifications. They had to overcome poor weather and schedule delays. And they had to figure out how to raise the large pre-built trusses into place, a problem they solved with the help of a self-loading logging truck. But more importantly, they learned they were capable of undertaking and completing such a huge task.

The Elma carpentry program began



Elma class works on playshed

in 1968. In 1970, Willis took over as the instructor. Jack brought with him more than 20 years' experience in carpentry and construction work. His knowledge and rapport with his students have helped make Elma's carpentry program very successful. Several foremen and lead men for large construction companies have come out of the program. Most of Jack's students are able to complete the four-year carpenter apprenticeship training in less than three and a half years.

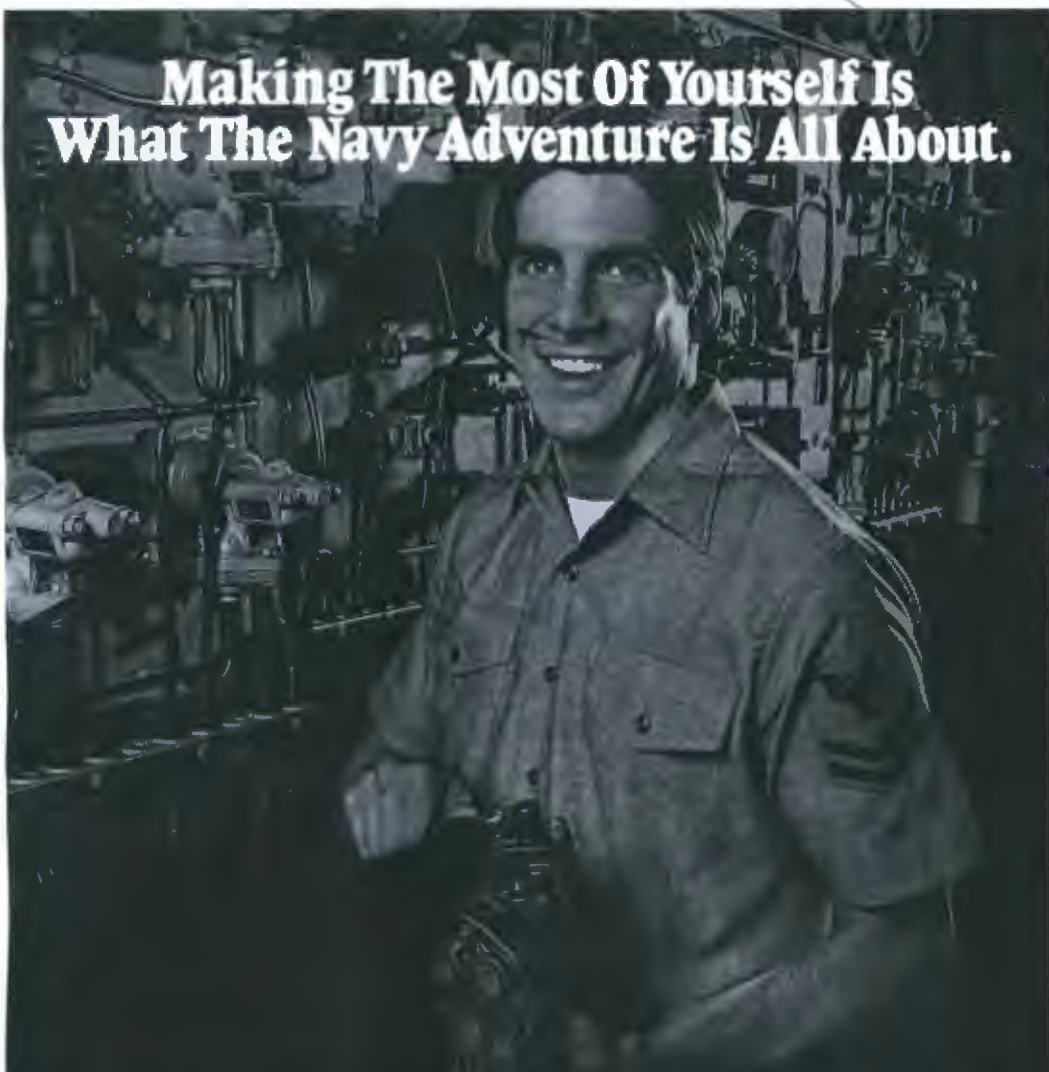
It's Just Like a Regular Job

Only juniors and seniors are accepted into the program. All students must sign a contract stipulating the grade desired and agreeing to complete all requirements for that grade. (A "D" grade is not acceptable.) Students spend at least one day a week in the classroom learning terminology, building codes, applicable mathematics, and safety rules. When on a project, the students are expected to act as if it is an actual job situation. They must be on time, do any assigned jobs, and obey all safety rules. Failure to do any of these may lead to suspension or dismissal from the program.

Each year, the class undertakes one major project. The class also works on several smaller projects during the year depending on the work load and the size of the class. In the past 13 years, Willis and his crews have build ten houses, several garages, a scouting booth for the Elma football field, and renovated several structures for the Elma School District.

Students Gain Self-Esteem

Students in Elma's carpentry program receive excellent training in carpentry, but they also learn something about themselves. "I try to teach students as much as possible about carpentry and how to use power tools safely," said Willis. "But, just as important, I try to give the students some self-esteem. I want them to know they are capable of doing most anything they want to in their lives."



Making The Most Of Yourself Is What The Navy Adventure Is All About.

Accept the challenge and you'll never be the same. In the Navy you will become an experienced professional with a job skill you can build a career on. And you'll possess the pride, maturity and self-confidence only the Navy Adventure can give you.

The Navy has over 60 career areas to choose from—electronics, computers, aviation mechanics—any one of today's in-demand technical skills.

Once you've chosen a field, Navy training helps you master the job. You work with today's most modern equipment and methods.

Through classroom and practical experience, you learn everything you need to know to

become a specialist in the field you choose.

Then you practice and develop your skills on the job. You become a top-notch professional and achieve a level of skill second to none.

You'll feel the pride of being the best. You'll know exactly who you are and how much you can do.

The Navy is an adventure in making the most of yourself. And good pay is part of it. The Navy pays over \$550 a month to start, on top of most of your expenses, extensive benefits and special pay for sea duty. That's good starting pay anywhere, and a job that gives you professional training and experience you can't get anywhere else.

Navy. It's Not Just A Job, It's An Adventure.

Conference Report



President Says to VICA **CONFERENCE '83**

"Keep Up The Good Work"

Redcoats by the thousands; the President of the United States, a Navy balloon, an Air Force General who's walked on the moon, a political convention, and olympic competitions—four days of fun, excitement, hard work, and intense concentration—this was VICA's 19th annual National Leadership Conference and United States Skill Olympics in Louisville, Kentucky.

On Tuesday, June 28, VICA delegates, contestants, candidates for office, advisors, and industry supporters streamed into Louisville. They came by plane, in school buses, in vans and cars. Truckloads of equipment for the contests came into the Kentucky Fair and Exposition Center—tons of bricks and lumber; TV's, gasoline engines, air conditioners, and auto bodies to be repaired; toilets, sinks, and plumbing to be installed; drafting tables and printing presses; refrigerators, stoves, and kitchen sinks; lathes and drill presses; diesel truck cabs and automobiles; hair dryers, hospital beds, and dental lab equipment.

More than 5,000 people were preparing for the next day's official opening of the conference with the First General Session, at which the President of the United States would speak for the first time at a VICA conference.

While national officer candidates were having orientation and taking tests, delegates were holding workshops and contestants and judges were being briefed. Rehearsals for the general ses-

sions were going on in Freedom Hall Coliseum, and VICA alumni and collegiate members were meeting.

At the same time, hundreds of industry representatives on the Skill Olympics contest technical committees were setting up the several million dollars worth of equipment on the contest floor. They were racing against the clock as much as the contestants would be. All the contests had to be set up by the end of the day, because at 6 o'clock the next morning the entire contest floor would be sealed off by Secret Service agents in preparation for President Reagan's visit.

Darth Vader, Commander VICA, and General Duke

On Wednesday, the First General Session in the Coliseum began with the arrival of Darth Vader, threatening to destroy American productivity. Commander VICA wasn't far behind, dressed in gold with a flowing red cape. Although Vader was determined, Com-

mander VICA and his fellow VICANS vowed to increase productivity through using their vocational and leadership skills, and pledging themselves to excellence. Thousands cheered as Commander VICA called out, "... to make US—the Vocational Industrial Clubs of America—first in our nation, and to make US—the United States of America—first, again, in our world!" Rick Beardon, 1982-83 Secondary President, had just a little trouble bringing the enthusiastic crowd to order.

Kevin Yodjas, 1982-83 Postsecondary President, introduced this year's VICA theme, "Making US First," and challenged the delegates to strive for excellence: "We must... prepare ourselves personally for excellence through the never-ending process of self-improvement and life-long learning. The challenge is to look within ourselves and discover our interests, talents, and abilities, to learn what it is that we have to contribute to the betterment of our schools, our communities, and our na-

tion. Your leadership in VICA offers you a unique opportunity to demonstrate that you can be part of the solution, not simply part of the problem."

Raymond H. Barber, Chief State School Officer for Kentucky, then welcomed VICA to his state.

While all of this was going on in the Coliseum, President Reagan was on the contest floor talking with students and industry representatives and seeing demonstrations of the Auto Body Repair and Diesel Equipment Mechanics contests.

Reagan said later, "It was inspiring for me to watch some of you (demonstrating) tomorrow's skills competitions. In you I could see a whole generation of Americans striving to be the best."

Back at the General Session, the first speaker was Brigadier General Charles M. Duke of the United States Air Force. General Duke was pilot of the lunar module for the Apollo 16 mission in 1972. He explored the rugged lunar highlands on foot and by car using a lunar vehicle, Rover II. His lunar surface stay of 71 hours and 14 minutes set a new record.

General Duke brought his "home movies" of that lunar trip to the VICA conference. The audience felt almost as if they were sitting with him in his living room, even though the film was shown on a huge screen in the Coliseum. Duke ambled his way through his trip, describing it as he might describe a family trip to the Grand Canyon—

Conference Report



"You represent this Nation's future. You will shape, fit, mold, construct and program a new century for America. Once you have done that, you will tune it, alter it, repair it and nurse it along so that it keeps running smoothly. America has no higher stake than in the quality of your education, the sharpness of your skills and your opportunity to use them both in well-paying jobs."

... President Ronald Reagan
June 29, 1983

except he was talking about what it was like to walk in less gravity than on earth. He told how he and a fellow astronaut thought they'd take a few minutes to walk over to a large rock to take measurements. It took ages to get there, and the "rock" was actually practically a mountain. It turns out you can't judge size or distance on the moon by earth standards. There's nothing else around to compare an object to, and your perception plays tricks on you.

Enter President Reagan

Shortly after General Duke's movies ended, the 113th U.S. Army Band from Fort Knox struck up "Hail to the Chief," the audience rose, and President Reagan strode onto the stage amidst thunderous applause. The Presi-

dent has been an admirer of VICA for a long time, and in 1972 received an Honorary Life Membership in California VICA.

Excerpts from the President's speech appear in our Conference Report. But we have to mention here his strong endorsement of VICA when he said, "American industry as well as American educational institutions should take note of the VICA experience. Together we can lead our people and the world into a dynamic new era of innovation, growth, and prosperity. In the VICA tradition, we can forge a partnership for progress. . . ." The audience stood and cheered, California VICA raised a huge poster with a photo of the President receiving his Honorary Life Membership, there were shouts of "Ohio says 'Hi!'" and "Texas thanks you." It was a

moment VICA will long remember.

Rick Bearden presented the President with a red VICA hard hat, which he proudly donned and then tipped to the audience in farewell.

The President's speech was followed by the ribbon-cutting ceremony that officially opened the Leadership Competitions. The crowd then streamed outside to watch a demonstration of tethered flight by the United States Navy Balloon Team. A few daring VICANS had their first experience with balloon flight.

Second General Session

The Second General Session Wednesday evening began with special recognition for the Mid-Westchester BOCES VICA club from Valhalla, New York, who signed the Emblem

Ceremony on stage for deaf and hearing-impaired VICA members. Mid-Westchester club advisors also signed both general sessions and the awards session.

A number of other awards were presented Wednesday evening. Two new collegiate chapters received their charters: the Alpha-Alpha Chapter at Pittsburg State University in Pittsburg, Kansas, and the Alpha-Beta Chapter at Trenton State College in Trenton, New Jersey.

Three outstanding supporters of VICA received Honorary Life Memberships in recognition of their leadership and many hours of volunteer time: James G. Vorhes, Vice President of Consumer Relations and Service Staff of the General Motors Corporation, VICA's largest financial contributor; Don Wilson, who organized the Diesel Equipment Mechanics Contest and Technical Committee; and Patrick E. White, Director of Postsecondary Program Management for the State of Kentucky, and past VICA Board President. Gertrude Wooldridge, who was national chairperson of the USSO Cosmetology Contest for eight years, received the Outstanding Educator Award.

The theme of this second session was "Industry Speaks Out—Making US First." A panel of three top corporate executives gave VICA's student mem-

Conference Report

bers and advisors an opportunity to hear firsthand from industry. Martin D. Walker, Executive Vice President of Rockwell International Corporation; Edward J. Campbell, President and Chief Executive Officer of Newport News Shipbuilding; and Sid Braufman, Staff Vice President of Industrial Affairs for the Sperry Corporation, each made an opening statement, and then responded to questions posed by VICA national officers.

Conference Dedication

Following the Industry Forum, a special announcement was made concerning the VICA students and advisors who died tragically in Jonesboro, Arkansas this spring. Karen Freeman, 1982-83 Arkansas State President, thanked VICA members from across the country who communicated their concern and donated funds to assist the victims and their families. Milton Johnson, Region V Vice President, announced that "... the Joint Executive Council voted to dedicate this year's National Leadership Conference and United States Skill Olympics to those students and advisors who lost their lives in accidents while traveling to or from their state conference."

Membership Awards

Three awards were given for the largest numerical increase in membership: First Place, Virginia; Second Place, Kentucky; and Third Place, New Jersey. This is the second year that Virginia and Kentucky have won these awards.

Two awards were given for the largest percentage membership increase for the year: First Place, New Hampshire, and Second Place, Connecticut. The award for the largest VICA club in the Postsecondary Division went to Alexandria AVTI of Minnesota, and in the Secondary Division to Central Westmoreland AVTS of Pennsylvania.

Believe it or not, after such a long and exciting day, thousands of VICA members still had the energy for several hours of dancing.

Skill Olympics Day

Thursday was the day the Skill Olympics contestants had been waiting for. At the Opening Ceremonies, Frank Rowland, Region III Vice President from Tennessee, welcomed the contestants and the industry representatives who had designed the contests, provided the judges, and donated the contest equipment and awards: "For many of these students, this is the climax of their VICA involvement. The students have spent two and three years training to enter the world of work. Being able to compete in the Skill Olympics is a great honor. The students here today are doing more than just competing, they are striving to be the very best they can be."

Alfred W. Pelletier, Chairman of the Board and Chief Executive Officer of Mack Trucks, Inc., and Chairman of the Sponsoring Committee of the Youth

Development Foundation of VICA, Inc., spoke for the Foundation. Other members of the Committee, which seeks contributions to sponsor award programs for VICA students, are James G. Vorhes, Vice President of Consumer

From 9:30 Thursday morning to late in the afternoon, contestants built brick walls; wired portions of houses; built cabinets; installed plumbing; repaired appliances, engines, and autos; cooked meals, and cared for "patients." Their

served day of rest, but competitors in the Leadership Contests still had their final events to complete. Some were making speeches, extemporaneous or prepared, some were having mock job interviews, and others were demonstrating job skills, Opening and Closing Ceremonies, and Club Business Procedure.

Instructors and students were invited to participate in Industry Update Seminars to learn the latest technology and trends in nine occupational areas. And the delegates were meeting to discuss the report of the National Commission on Excellence in Education (see related story) and VICA's National Delegate Congress.

Somehow the contestants had to make it through this one more day before the awards were announced Friday evening.

The Big Night

The stage was set with gold, silver, and bronze medals lined up ten deep across the front of the stage. Only the judges knew who would walk away with the coveted medals and the industry awards of scholarships, books, and equipment that would go to the winners. Only a select few knew who the new national officers would be.

Just to keep the suspense going a little longer, there were other awards to come first. VICA's Alumni Association presented a three-foot tall "Spirit Award" to the state of Washington. Four Alumni members received the prestigious International Industrial Degree. This award takes a lot of time and detailed research and only 44 have been awarded since 1974 when it was first established. The recipients this year were Julie Edwards from Christianburg, Virginia; Tony Prater from Enterprise, Alabama; Leigh Ann Holloman, from Portales, New Mexico; and Roger Wilkerson from Rescue, Virginia.

And finally, amidst tears and shrieks of joy came the announcement of the 1983-84 national officers.

While the new national officers were making their way to the stage, Col. David W. Saunders, Commander of the 3503rd Recruiting Corps, Robins Air Force Base, Georgia, presented this year's Air Force Spirit Award to McMinn County Vo-Tech VICA, Athens, Tennessee, in recognition of the club's outstanding support of VICA's ideals.

The officer installation ceremony followed as each new national officer repeated, "I... promise to fulfill the duties of my office as national officer of the Vocational Industrial Clubs of America to the best of my abilities."

And then began the announcements of the winners of those gleaming medallions. Shouts, cheers, "You did it!" and "We won!" echoed through the Coliseum as hundreds of the best vocational students in the United States received the highest honors for excellence in their crafts and in the leadership skills they have learned in VICA.



Relations and Service Staff; Thomas F. Connors, Corporate Director of Human Resources, AMAX, Inc.; and James F. Williams, Vice President and Executive Assistant to the President, Coca Cola USA. Pelletier reported that the Foundation received more than \$275,000 this year to support travel scholarships to the USSO, print training materials, run training sessions, and provide general support for VICA. This year, 14 new companies joined VICA as financial contributors.

Following greetings from Wilburn J. Pratt, Assistant Superintendent for Vocational Education for Kentucky, the USSO Opening Ribbon was cut and the 19th USSO was underway.

concentration was absolute, despite the judges hovering over to watch them work, the hundreds of people visiting the contest floor, photographers snapping their pictures, and the ever-present ticking of the clock.

When the day was over there was an air of exuberance and exhaustion. They'd done it—they'd done their very best, and the next day would bring the judges' decisions. The day ended with an exciting song fest by "Up With People" and a dance for those who still had some energy left.

Winners' Day

When Friday dawned, the Skill Olympics contestants had a well-de-

Text of President Reagan's Remarks to the 19th VICA National Leadership Conference

This State and this arena of champions is a perfect setting for the Vocational Industrial Clubs of America to hold its annual National Leadership Conference and United States Skill Olympics. You represent this Nation's future. You will shape, fit, mold, construct and program a new century for America. Once you have done that, you will tune it, alter it, repair it and nurse it along so that it keeps running smoothly. America has no higher stake than in the quality of your education, the sharpness of your skills and your opportunity to use them both in well-paying jobs. I have come here today to reaffirm my personal commitment: I am determined to see that you get all three.

America's tradesmen and women are the pistons that drive the engine of our economy. This country was built with the sweat and determination of hard-working men and women who, like many of you, loved to work with their hands as well as their minds. Your fore-runners were America's link between our dreams and reality. They were the people who transformed this continent into one of the wonders of the modern world. We are a Nation of people who believe it's not enough to be good, you've got to be good at something.

But we have no patent on greatness. There is no guarantee that "made in America" will always mean made the best. Some doomcriers are already saying we've begun to lose our edge. I don't think that's true, but we do need to remind ourselves where greatness comes from. Each generation must feel the spur of competition, share the commitment to excellence and receive the rewards for a job well done. Each generation must remake the pact among Americans to live up to the promise of their freedom: to be the first, to be the best, to reach higher, farther and deeper for greatness than anyone ever dreamed possible.

And each generation must realize that to achieve America's potential we need all our people with all their talents working together. That's why our drive for excellence in education must reach every student in every school in every subject. We should see that all our young people get a good grounding in English and literature, history, math, science and the other basics. But we must also recognize that our vocational classrooms are just as important as any other. And we should insist that the vocational courses we teach prepare this generation with the skills they need for real jobs.

Another reason why Kentucky is such a perfect place to hold this convention is the State motto: "United We Stand, Divided We Fall." When our educators, businesses and workforce pull together in the true American spirit, as they are at this Olympics, the result can be nothing but success. That's why I've been a big admirer of VICA for a long time.

When I was Governor of California, I became concerned that our vocational education system was not training our young people for jobs that would be available when they were ready to work. As soon as I was introduced to the Vocational and Industrial Clubs of America, I became a fan. You have been in the vanguard of the effort to increase cooperation between educators and industry. I'm proud to hold a lifetime membership in California VICA.

VICA's Skill Olympics show how industry and educators can work together to improve the opportunities and productivity of America's workers. Some 245 majors corporations, trade associations and labor unions are pooling their resources to make this competition possible; donating time, equipment, training and funding. This year alone, industry has contributed \$7 million to the Skill Olympics—and that expense is like a green light beckoning you into the workforce. That money is not charity, it's an investment. It was spent to train workers in skills industry needs for today and tomorrow.

Other examples of private sector involvement in training workers are springing up around the country—I've visited an Opportunities Industrialization Center sponsored by IBM in Massachusetts and one of Control Data's training institutes in Pittsburgh, to name just two. In our private sector initiatives data bank alone, we show dozens of examples of business and education partnerships, and we are working to encourage more. I am convinced that forging these kinds of partnerships today is the key to a better-trained, more productive workforce tomorrow.

If America's industries hope to compete and win in world markets, they must have at their hearts a broadly educated workforce trained in the skills of the 21st Century. American industry as well as American educational institutions should taken note of the VICA experience. Together we can lead our people and the world into a dynamic new era of innovation, growth and prosperity. In the VICA tradition, we can forge a partnership for progress that will leave no one behind, calling on a great source of our country's strength: the commitment, energy and patriotism of the American worker. We need the strength of every back and the power of every mind to bring about another golden age of prosperity for America. That's why we must not and I will not rest until every American who wants a job not only can find one, but has the skills to get one.

We're trying to incorporate the same theme of private sector involvement in government jobs programs. Last year I signed into law the Job Training Partnership Act. Instead of another makeshift, bureaucratic boondoggle, that program will train more than one million Americans every year in skills they can market where they live. It will allow State and local government

officials, business and labor leaders and others to match the training provided with the jobs available. The act also provides additional funds to our vocational institutions for effective job training programs. You in VICA will play a key role in carrying out important provisions of this act.

Of course, America must have a thriving, growing economy for our people to work in. Since taking office, we've cut the rate of growth in Government spending by 40 percent. And when the third installment of our tax cut takes effect on Friday, we will have cut personal income taxes across the board by 25 percent. We also passed a law that will index tax brackets starting in 1985 to keep up with inflation. This will protect you from being pushed by inflation into a higher tax bracket when you've only gotten a cost-of-living pay raise. Fairness in taxation demands indexing and yet, as you've probably heard, some of those who call themselves compassionate want to take it away from you before you've even gotten it. We've also encouraged a stable monetary policy and reduced the growth in Federal regulations by a third.

Although we are still waging a battle royal to rein in the undisciplined spending of liberals in the Congress and fend off their persistent attempts to raise taxes on working men and women, a great deal of progress has been made. Inflation was in double digits in 1980; today it is running at an annual rate of just 3.5 percent—less than 2 percent for the last 6 months. The prime interest rate—at 21½ percent when we took office—is less than half that now. Mortgage rates have been cut by 5½ percentage points. Our factories are beginning to hum again, our small businesses are coming up for air and our housing and construction industries are taking off. Real wages were up in 1982 for the first time in 3 years, and last month personal income made its biggest jump in nearly 2 years.

Our task now is to hold the Congress to a course of fiscal responsibility. We must not allow these hard-won victories to become just another blip on the economic boom and bust roller-coaster we've been riding for years. There's no doubt about it, we have begun a strong and steady recovery that will bring new opportunity and better times to all our people. Our economy is better off today than it was a month ago, and we can expect it to be better next month than it is today. Right now you can look to a future that is bright with hope and I will do everything in my power to ensure that the big spenders and big taxers in the Congress won't steal it from you.

A few months ago at EPCOT Center, I saw a film which portrayed Thomas Wolfe saying, "To everyone a chance, to all people, regardless of their birth, the right

to live, to work, to become whatever their visions can combine to make them. This is the promise of America." It is at the heart of our economic, education and jobs programs, and it is the reason for the Vocational and Industrial Clubs of America. You have a right to pursue careers of your choice and can take pride in the fact that America needs the ones you have chosen.

As America progresses, as technology revolutionizes our way of life, we will need you more than ever to program the computers, build the machines and make the microchips. Our service industries will need more and more of the skills you are learning; and we will always need people expert in the basic building and mechanical skills that have been a traditional part of vocational education. You are and will be at the hub of every bit of progress we make, so we must be sure you get the very best training we can provide.

VICA can be a great deal of help as we shape our agenda for excellence in American education. I understand some of your voting delegates are serving on a task force in response to our education commission report. I am counting on you to evaluate the report in detail and suggest activities for your local clubs. VICA can serve as a catalyst in local communities to increase awareness of the need for quality education. I would also like to commend you on your theme for the coming year: "America's New Professionals—Making US First." On behalf of your fellow citizens, I thank you for your dedication to excellence and your volunteer spirit. Your efforts can only lead to a stronger, more highly motivated workforce.

It was inspiring for me to watch some of you practicing for tomorrow's skills competitions. In you I could see a whole generation of Americans straining and striving to be the best. I could see America's vast potential, our chance to build a bright and shining world of continued progress. I am confident your generation is eager to take on the challenges ahead. If we who came before you do everything in our power to make sure you are ready, I know you won't let us down.

Good luck to each of you entered in the Skills Olympics tomorrow, and may the best competitors win. But let everyone go away from these Olympics knowing that the real victory is in the striving to be the best—and that makes every VICA member a winner already.

Provided by:
Office of the Press Secretary, The White House
For release Wednesday, June 29, 1983.



"Everyone's a little scared of the words 'high tech.' Yes, there will be differences in the way jobs are done, but we will still need technicians and mechanics to keep things running."

Postsecondary Forum Features Industry Panel

A Postsecondary Delegate Session at this year's NLC featured a panel of four industry experts to answer students' questions about the effects of high technology on industry today and in the future. Each of the panelists made an introductory statement and then responded to questions asked by Postsecondary officers, Lisa Bird and Rick Peterson.

Burck E. Grosse, Director of Product Service Training at General Motors, opened the session saying, "One reason GM supports VICA is because of the technological revolution. People in industry used to talk to themselves about high tech coming. Now it's here. In schools they're still teaching ignition points. But it's been nine years since GM has domestically produced a car with ignition points." Grosse thinks it's important for industry to develop good relations with schools, so that the schools are aware of the latest technology and are teaching their students the entry-level skills they really need in the work world.

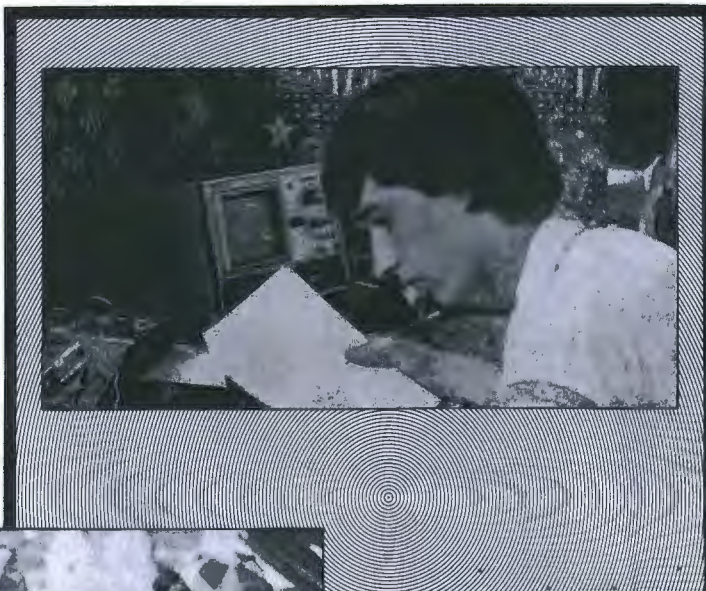
Ron M. Brown, Director of Service Operations for Mack Trucks, Inc., put it this way: "Everyone's a little scared of the words 'high tech.' Yes, there will be differences in the way jobs are done, but we will still need technicians and mechanics to keep things running. We can monitor with technology and have new materials to work with, but we still need technicians with basic knowledge."

Ray Reed, Community Relations/Contributions Coordinator for Rockwell International Corporation, added, "Technology is here, the future is here, but we need people who can ensure that the future is run well."

What Is High Technology?

Lisa Bird asked the panel members to define those scary words "high technology." Grosse replied, "Highly technology, to me, means any significant change in the manufacturing process or product design that substantially changes the way people work. It's when workers must change to produce, customers must change to use the products, and service must be changed to monitor and repair the products."

D. W. Larson, Director of Community Affairs for the 3M Company, added, "Twenty-five percent of our new sales are products that weren't in production five years ago. Five percent of our profits are ploughed back into R&D (research and development). And we always have to build new machinery to produce the new products." 3M has an in-house apprenticeship program to



keep their employees up-to-date.

Will We All Be Out of Jobs?

Rick Peterson asked if high technology was eventually going to put us all out of jobs. Grosse concluded, "High tech will mean enhancement of jobs—for people who are well prepared."

Reed said, "You have to be adaptable. The whole environment is going to be competitive. Technology never stops and you can't stop either. You have to stay competitive. You need good communications skills, leadership, and competitiveness. They will serve you well."

A student delegate from Kansas asked, "Are machinists becoming obsolete? Is it all going to computers?" Grosse replied first: "The old lathe is not a lost art, but there are lots of folks around who can use it. Associate yourself with the new technology—numerically and robot controlled machining. That will get you jobs. You need the basics—reading so you can read tech-

nical manuals, math, and reasoning skills to understand how complex machinery works."

'Old' Skills Still Needed?

Larson added that 3M has a machine shop in every facility. "Since we promote from within, that opens entry-level jobs. There will always be a need for machinists."

And from Reed: "Someone has to turn the designers' plans into reality. We use one engineering technician for each two engineers. They have input through quality circles and support all our R&D efforts... Lots of things developed in R&D are handmade. We need machinists to make one or a hundred of a new product—until it's right. Only then do we go to high tech production."

Lisa asked the panel what new attitudes workers will need in the age of high technology.

Larson: "We want people with quality consciousness and we also need productivity. 3M practices promotion from within, which provides motivation. It also means employees have to have leadership skills to be able to move up."

Reed: "It's the everyday qualities we're looking for. Punctuality, follow-up as well as leadership, self-motivation, capability. The "choosers" (of those who will move up in the company) are looking for those qualities every day, for evidence that they are a regular part of a worker's approach to the job."

What Are Quality Circles?

The panelists described how quality circles are used in each of their companies. Basically, quality circles provide for "participative" management. People from all levels of the company participate on teams that make recommendations on everything from how to increase productivity, to how to improve employee morale, to how to change production processes so they will be more efficient.

3M sends employees to "quality schools" to learn the communications skills they need to participate effectively in a quality circle. They have training programs to teach employees how to present a problem and a possible solution to management.

At Rockwell, each department is a quality circle that develops its own goals and objectives to fit in with Rockwell's overall goals and objectives. They meet each week to discuss how they are doing on accomplishing those objectives.

Brown said, "We use quality circles for all our new products at Mack. Workers at all levels worked out the new fiberglass and reinforced plastic truck we've just designed."

What Makes a Good Employee?

Lisa's final question to the panel was, "What qualities do you look for in employees?"

Reed: "They have to have the competence to do the job—that's number one. Attitude and appearance are important, but they won't build equipment."

Brown: "I agree, but we also look for communications skills, because of dealing with customers. And loyalty."

Grosse: "I would add enthusiasm and leadership—the skills I saw among the VICA officers up on that platform today."



DUPAGE AREA VOCATIONAL EDUCATION AUTHORITY

301 NORTH SWIFT ROAD
ADDISON, ILLINOIS 60101

Bruce E. Andersen, Director
312/620-8770

*Legal
counsel*

January 12, 1984

201437 *c*

The President
The White House
Washington, D.C.
20500

Mr. President:

I am a member of the DuPage Vocational Center VICA Chapter in Illinois. I am currently working on a display for our state conference, to be held in May in Springfield. In a speech you presented to the 1983 VICA conference, you made several statements which were quoted in the VICA Official Journal. I've enclosed a copy of the journal for your reference.

encl.
One quote, "You represent this nation's future. You will shape, mold, construct, and program a new century for America. Once you have done that, you will tune it, alter it, repair it, and nurse it along so that it keeps running smoothly," struck interest in our committee. We would like to have your permission to use this quote on a panel of our display. As written confirmation of your permission is needed, we would appreciate a speedy reply.

Thank you for being a strong supporter of VICA and America's youth.

Respectfully yours,

Mary Haas

Mary Haas
VICA Student,
DAVEA Center

ep

1984 JAN 31 AM 10:14

50143

JV

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PRO14-09
DBW
draft reply

- O - OUTGOING
- H - INTERNAL
- I - INCOMING
Date Correspondence Received (YY/MM/DD) 1/1

Name of Correspondent: Lloyd Davis

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: National Review Magazine Commercial

ROUTE TO:		ACTION		DISPOSITION		
Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>W/Holland</u>		<u>ORIGINATOR</u>	<u>84,02,02</u>		<u>C</u>	<u>84,02,06</u>
<u>CUAT14</u>		<u>Referral Note:</u>	<u>84,02,02</u>		<u>C</u>	<u>84,02,06</u>
<u>CUAT14</u>		<u>Referral Note:</u>	<u>84,02,06</u>	<u>DBW</u>	<u>A</u>	<u>84,02,06</u>
			<u>1/1</u>			<u>1/1</u>
		<u>Referral Note:</u>				
			<u>1/1</u>			<u>1/1</u>
		<u>Referral Note:</u>				

- ACTION CODES:**
- A - Appropriate Action
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FOR OUTGOING CORRESPONDENCE:
Type of Response = Initials of Signer
Code = "A"
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Comments: _____

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOB).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 2 Individual Codes: 4000 _____

Prime Subject Code: PR014.09 Secondary Subject Codes: PR016.01 BE003.04
PR014.12 _____
PU _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

- CPn - Presidential Correspondence
 - n - 0 - Unknown
 - n - 1 - Ronald Wilson Reagan
 - n - 2 - Ronald Reagan
 - n - 3 - Ron
 - n - 4 - Dutch
 - n - 5 - Ron Reagan
 - n - 6 - Ronald
 - n - 7 - Ronnie

- CLn - First Lady's Correspondence
 - n - 0 - Unknown
 - n - 1 - Nancy Reagan
 - n - 2 - Nancy
 - n - 3 - Mrs. Ronald Reagan

- CBn - Presidential & First Lady's Correspondence
 - n - 1 - Ronald Reagan - Nancy Reagan
 - n - 2 - Ron - Nancy

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- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

February 6, 1984

Dear Mr. Davis:

Your December 12, 1983 letter to the President regarding his appearance in a commercial for National Review magazine has been referred to me for response.

Please be advised that the President's remarks concerning National Review were made at a reception held in honor of the opening of their Washington office, and were taped at that time by the major television networks. The President's remarks were not made as a commercial solicitation on behalf of the magazine.

As a matter of long-standing policy in this and previous Administrations, neither the name nor the photograph or likeness of the President should be used in any advertising, promotion or other commercial activities which in any way suggest a connection between the President and such advertising or promotion. This policy is set forth in section 236 of the Do's and Don'ts in Advertising Copy published by the Council of Better Business Bureaus, Inc.

Although I have not actually seen the National Review commercial itself and therefore have no opinion regarding whether it is inconsistent with the above guidelines, when we received complaints concerning National Review's use of the President's remarks, we contacted the magazine. We were advised that the commercial is no longer being run and will not be run in the future. We, therefore, consider the matter to be moot.

Thank you for sharing your views with us.

Sincerely,



David B. Waller
Senior Associate Counsel
to the President

Mr. Lloyd Davis
6700 South Oglesby Avenue
Chicago, Illinois 60649

67
Fred Fielding

Lloyd Davis
6700 South Oglesby Avenue
Chicago, Illinois 60649

DBW

The Honorable Ronald Reagan
President of the United States
The White House
1600 Pennsylvania Avenue
Washington, D. C.

201759 *cu*

December 12, 1983

Dear Mr. President:

I am not a conservative and did not vote for you. However, we have only one President at a time and I respect the office.

On Channel 9 on December 2nd I saw you take part in a commercial solicitation for subscriptions to the National Review Magazine.

I cannot remember a sitting President in our nation's history who lent his name to a commercial enterprise and I wish to register my shock and surprise in the strongest possible terms.

I believe every American regardless of party or political philosophy wishes to respect the office of President even when he or she differs with the occupant. By this action, you have encouraged many people to question your own respect for the office as well as your judgment.

Very truly yours,

Lloyd Davis

Lloyd Davis

DEC 13 1983

NAME	Date
Macy Scott-Finn	5/22/86

1984 JAN 31 PM 7:52

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**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PRO 14 09
DBW
disc copy

- O - OUTGOING
- H - INTERNAL
- I - INCOMING
Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Peter M. Bynakis, H.S.

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: Hearing Aid Endorsements

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CU Holland</u>	ORIGINATOR	<u>84.02.03</u>			<u>C 84.02.03</u> JV
<u>CU AT14</u>	Referral Note: <u>R</u>	<u>84.02.03</u>			<u>C 84.02.03</u> JV
<u>CU AT14</u>	Referral Note: <u>S</u>	<u>83.02.03</u>	<u>JV DW</u>	<u>A</u>	<u>84.02.03</u> JV
	Referral Note:	<u>1 1</u>			<u>1 1</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>

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HE 00105
PR 014-12

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- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

February 3, 1984

Dear Dr. Zonakis:

Your January 27, 1984 letter to James Baker regarding use of the President's name and/or likeness in hearing aid advertisements has been referred to me for response.

Many of the advertisements you refer to in your letter have previously been brought to our attention, and have resulted, in each instance, in a letter from this office urging that immediate steps be taken to cease the unauthorized use of the President's name and/or likeness.

As a matter of long-standing policy in this and previous Administrations, neither the name nor the photograph or likeness of the President should be used in any advertising, promotional or other commercial activities which in any way suggest a connection between the President and such advertising or promotion. This policy is set forth in section 236 of the Do's and Don'ts in Advertising Copy published by the Council of Better Business Bureaus, Inc.

You should know that the White House is in no way responsible for, nor do we have any control over, the information that has appeared in the media regarding the President's hearing aid. Indeed, at our direction, the White House disseminates no information whatsoever about the hearing aid -- not its brand name, manufacturer or model number. This decision was made to avoid any appearance that the President endorses a particular commercial product.

Thank you for sharing your concerns with us, and I hope this information proves helpful. Thank you also for your kind words in support of the President.

Sincerely,



David B. Waller
Senior Associate Counsel
to the President

Peter M. Zonakis, M.D.
1101 E. Glendale Boulevard
Valparaiso, Indiana 46383
cc: K. Camalier

THE WHITE HOUSE
WASHINGTON

1/31/84

Fred Fielding's Office:

Is this something that is best handled by your office? If so, I would appreciate it if the appropriate member of your staff would respond on behalf of Jim Baker or at least provide guidance.

Thanks.

Kathy Camalier
x6797

1001 650 -1 60 6 71

1984 FEB -1 PM 4:41

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→ Fielding

201762 *cu*

PETER M. ZONAKIS, M.D.

1101 E. GLENDALE BOULEVARD
VALPARAISO, INDIANA 46383
TELEPHONE 219-462-9937

January 27, 1984

James Baker
White House Chief of Staff
The White House
Washington, D.C. 20500

Dear Mr. Baker,

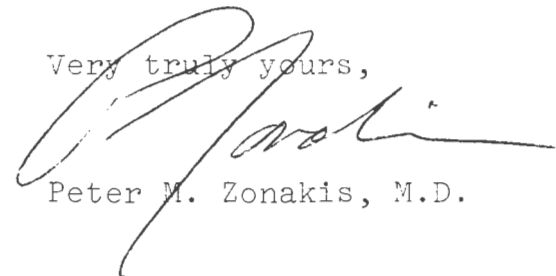
I have observed hearing aid dealers and physicians advertising that they "have the President's hearing aid". Many of these advertisements are prefaced with "President Reagan knows...".

I certainly know that the President has a great interest in the hearing impaired. Part of my ear surgery training was at the House Ear Institute in Los Angeles, where they still have fond memories of the President.

The President of the United States is being used to endorse specific product lines, dealers, and physicians. I would think that this is of particular interest to the White House since it obviously is happening without your consent. It would certainly seem inappropriate to endorse and promote a product whether it's hearing aids, toothpaste or wine because the President of the United States may use it. Does the White House have an official position concerning false endorsements and profiteering by such individuals?

I wish the President well in this election year and please convey my gratitude for his outstanding leadership.

Very truly yours,



Peter M. Zonakis, M.D.

PMZ/sm

1984 FEB -1 PM 4: 41

JV

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PRD14-09

- O - OUTGOING
- H - INTERNAL
- I - INCOMING
Date Correspondence Received (YY/MM/DD) 1/1

SMC

Name of Correspondent: John M. Green, M.D.

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: Requests permission to rename a miterite after the President

ROUTE TO:	ACTION	DISPOSITION				
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD	
<u>Witolland</u>	ORIGINATOR	<u>84102102</u>		<u>C</u>	<u>8403121</u>	JV
<u>WAT17</u>	Referral Note: <u>D</u>	<u>84102103</u>		<u>C</u>	<u>8403121</u>	JV
<u>CUFIEL</u>	Referral Note: <u>S</u>	<u>84103121</u>	<u>JV/F</u>	<u>A</u>	<u>8403121</u>	JV
	Referral Note:	<u>1 1</u>			<u>1 1</u>	
	Referral Note:	<u>1 1</u>			<u>1 1</u>	
	Referral Note:	<u>1 1</u>			<u>1 1</u>	

ACTION CODES:
 A - Appropriate Action
 C - Comment/Recommendation
 D - Draft Response
 F - Furnish Fact Sheet to be used as Enclosure

I - Info Copy Only/No Action Necessary
 R - Direct Reply w/Copy
 S - For Signature
 X - Interim Reply

DISPOSITION CODES:
 A - Answered
 B - Non-Special Referral
 C - Completed
 S - Suspended

FOR OUTGOING CORRESPONDENCE:
 Type of Response = Initials of Signer
 Code = "A"
 Completion Date = Date of Outgoing

Comments: _____

Keep this worksheet attached to the original incoming letter.
 Send all routing updates to Central Reference (Room 75, OEOP).
 Always return completed correspondence record to Central Files.
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 2 Individual Codes: 4630 4660

Prime Subject Code: PR014-09 Secondary Subject Codes: PP011 HR002

SC _____

PL _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

March 21, 1984

Dear Dr. Green:

Thank you for your letter to the President advising him of your meteor find and offering to name your discovery after him. We appreciate your thinking of the President in this matter.

As you noted in your letter, the President is very supportive of our nation's space program. Indeed, it is efforts such as yours that exemplify the American spirit of discovery and thirst for new scientific knowledge. Thus, I am happy to advise you that the President is honored that you wish to name your discovery for him. I must caution you, however, that the President's name should not be used in connection with any commercial ventures related to this discovery.

Again, thank you for thinking of the President in this matter, and best wishes for your future scientific endeavors.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

John M. Green, M.D.
Post Office Box 95
Destin, Florida 35241

FFF:SMC:ph 3/21/84
cc: FFFfielding
SMCooksey
Subject
Chron.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 21, 1984

FOR: FRED F. FIELDING
FROM: SHERRIE M. COOKSEY *SMC*
SUBJECT: Offer to Name a Meteorite
For the President

Attached, as we discussed, is a letter to Dr. John M. Green stating that the President will be honored for Dr. Green to name his discovery after him.

Attachment

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 7, 1984

FOR: FRED F. FIELDING
FROM: SHERRIE M. COOKSEY *Smc*
SUBJECT: Offer to Name a Meteorite
For the President

Dr. John M. Green recently discovered a 4.5 billion year old meteorite in Grayton Beach, Florida. Green has written the President offering to name this scientific discovery for him, in honor of his encouragement and support of the space program.

Although this offer is somewhat unique, I believe we should adhere to our general policy against authorizing the use of the President's name except in those instances where he participates as President by virtue of historical precedent, or where he is personally involved. Thus, attached for your review and signature is a letter to Dr. Green, thanking him for his thoughtfulness but declining his offer.

Attachment

*Pls see me - I have
not seen I agree*

THE WHITE HOUSE
WASHINGTON

Date: 2/1

To: Linda

The attached is for your:

- Information
- Appropriate Action
- Review and Return:
- With Comments

What NEXT!

LINDA FRICK
Correspondence, Staff Assistant
Room 96, x7610

49-
Legal Counsel
J. M. GREEN, M.D.
P.O. Box 95
DESTIN, FLORIDA 32541

December 5, 1983

201908

SHR
President Ronald Reagan
Executive Department
White House
Washington, D.C. 20500

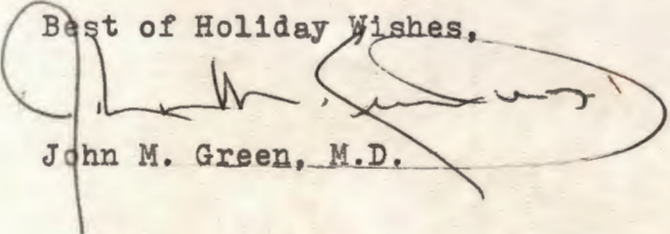
Dear President Reagan,

I realize the tremendous political pressure you encounter daily and with this weeks saddened loss of American servicemen, the burden becomes more extreme for all especially at such a wonderful time of the year. I am in hopes that the enclosed news will bring a slight amount of brightness into your difficult daily activities.

SSgt. Phil Gibson and I were searching for Spanish artifacts in the Destin area, after a source revealed a site known to contain such pieces many years ago, but to our amazement found something quite to the contrary. Totally to our dismay, we opened up a chapter of not just history, but unique archeological history. Later, after our enquiring and research, a meteorite of astronomical age appeared before us to eclipse any possible recent historical encounter. After numerous press and news reviews, the question of what would be most beneficial to the meteorite and humanity has become the issue. Phil and I both feel, during this very difficult period, a small tribute should be offered you for your encouragement and support of the space program. Thus, we have decided to dedicate the honor of renaming the meteorite, if you should so chose, to your untiring spirit of discovery and concern of the entire human race.

Both SSgt. Gibson and I realize what a small token this might be on our effort, but we offer this in support of your past and future direction of our vast nation. I have enclosed some clippings of the meteorite and the history of its find. If you should care for any pictures or further information, please feel free to contact either SSgt. Gibson or myself at the above address. I wish both you and Mrs. Reagan a truly enjoyable Christmas Season.

Best of Holiday Wishes,


John M. Green, M.D.

NOV 1983 11:22

1984 FEB -2 AM 11: 55

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Ninth Annual Cookbook Issue, Section C



DESTIN LOG

Published Twice A Week For The
"World's Luckiest Fishing Village"



Vol. 10, No. 89

Three Sections, 58 Pages November 16, 1983 Destin, Florida

25 Cents



Center Board
Eyes New Lease
..... Page 2A

SWES Tries
Creative Funding
..... Page 1B

How Kids See
Education
..... Page 5B

Tides & Temperatures

Nov.	Tides		Beach Hgt.	Beach Low Hgt.
	High	Hgt.		
17th	1904	1.2	0452	.5
18th	1918	1.3	0631	.3
19th	1944	1.5	0813	.1

Nov.	Slack Pass	
	Flood	Ebb
17th	2300	1122
18th	2324	1150
19th	2356	1224

Nov.	Sunrise/Sunset	
	Sunrise	Sunset
17th	0613	1848
18th	0614	1845
19th	0615	1848

Nov.	Temperatures	
	High	Low
11th	63	51
12th	62	44
13th	89	46
14th	78	66



Out Of This World

Phil Gibson and Dr. John Green display space rock discovered on hunt for buried treasure.

Meteorite Found By Local Pair In South Walton

by Jim Chitwood

A search for buried treasure by two local men has unearthed what authorities say is a 24-pound meteorite believed to be the largest such find in Florida in recent years.

Phil Gibson, a Dune-Allen treasure hunter, and Dr. John Green, a Destin physician, discovered the 4.5-billion-year-old dimpled piece of rock near Grayton Beach Oct. 30.

Laboratory analysis and testing by meteorite expert Harold R. Povenmire of Indian Harbour Beach authenticated the find by Gibson and Green, who had the meteorite placed in a bank vault for safekeeping.

"We are definitely dealing with what is classified as a stony meteorite," said Povenmire, who spent the weekend in Destin examining the space rock and inspecting the South Walton site where it was found.

"They have pulled up an extremely good specimen of the stony-type meteorite," said Povenmire, who operates the private research group called Florida Fireball Patrol which tracks and records meteoritic happenings.

Povenmire estimates the bowling-ball size meteorite has been in its location for several hundred years.

Gibson, who had been "sitting on pins and needles" until Povenmire completed his research, said he and Green were using a metal detector searching for possible Indian or Spanish artifacts when the meteorite was detected.

"I heard a signal on the detector that sounded fairly deep, so I called John over and we pulled the thing up," said Gibson, who unearthed the

meteorite, buried in nearly three feet of beach sand.

Gibson said the rock was covered with what geologists call "fused crust." He said the rock appeared "unusual" but that he just "put it away and kept looking for artifacts."

"I took it home, cleaned it up, but when I hit it with a hammer the hammer bounced off of it like rubber," said Gibson.

"It's a once in a lifetime accomplishment, the ultimate stroke of luck, that we found it."

—Phil Gibson

Green and Gibson then began a nearly two-week wait to have their discovery verified. After meeting with professors at Pensacola Junior College, Gibson sent two samples of the space rock to Povenmire for study.

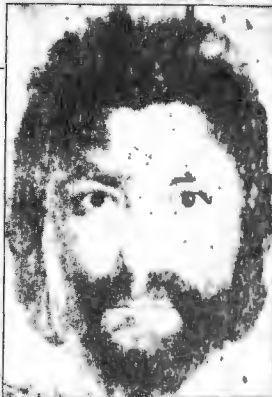
Initially, Povenmire called the find "extremely interesting" but he withheld judgment on whether it was a meteorite until laboratory tests were finished. Then Povenmire came from South Florida to inspect the rock for himself.

"I feel absolutely great," said Gibson Sunday after Povenmire completed the analysis. "I'm glad it's finally identified. We felt all along it was something valuable. It's a once-in-a-lifetime ac-

Continued On Page 9A

Page Two

The Okaloosa County Sheriff Department released this composite drawing of rape suspect.



Woman Kidnapped, Raped

A white man of slender build who reportedly raped a Destin woman early Sunday still is being sought by the Okaloosa County Sheriff's Department.

According to a department spokesperson, a man described as being about 6-foot 1-inch in height with dark brown or black hair which is parted in the middle and feathers back, reportedly abducted the woman about 1:30 a.m. Nov. 13 from the parking lot of a Destin nightclub.

The man, estimated to be from 30 to 35 years old, then drove the woman to a secluded spot on Calhoun Avenue in Destin where he reportedly beat and sexually assaulted her.

The victim was left on Calhoun, where she walked to a house and the sheriff's department was called.

The spokeswoman said the victim said she did not know her assailant, but he possibly may answer to the name of Mike.

Park's New Name Waits

Although another public hearing will be held to consider the naming of Destin's park on Calhoun Avenue, all indications are that the recreation area will be known as Clement E. Taylor Park.

"I've heard nothing but support for this (naming)," Okaloosa County Commissioner Mike Mitchell told about eight supporters of the proposal Tuesday.

Willie Mae Taylor, who proposed the park receive its first official name, presented commissioners with a list of some 215 Destin residents' names who support the naming.

The board could not take final action on the request because of an error in legal advertising which stated the public hearing would be held on a different date.

A new public hearing is scheduled for 11 a.m. Dec. 13 in the Shalimar Courthouse Annex.

Center Seeks New Lease

by Karen MacGrogan

Finding themselves in disagreement with a previous board's decision to increase the Destin Fire Department's property to 160 feet by 200 feet, Community Center directors voted Thursday to renegotiate the amount of land designated to the fire department.

On a 6-1 vote, with one against and two abstaining, the board invalidated on April 3, 1979 motion to increase fire department property from the original 25-year lease's 100-by-100 foot parcel.

Because the 1979 board had never legally recorded the transaction the present board was unaware of its action and had unknowingly negotiated with Destin Water Users for the same property this summer.

Upon reviewing the minutes of the 1979 meeting last week, the existing board voted to negotiate with "fire department representatives" to determine how much property the fire department may lease from the Community Center.

Center president Joy Dunlap appointed board members Bob McIlroy and Danny Woodward as negotiators. Woodward is also an elected fire district commissioner, as is Dunlap.

Dunlap presented the board with official Baskerville-Donovan surveys of property used by the Old Destin Post Office Museum and the Destin Fishing Rodeo which will be incorporated into formal leases. Surveys are also being made of Destin Memorial Cemetery property and the Little League field, both owned by the Community Center.

Expansion Land Questioned

Board Hires Fireman

by Karen MacGrogan

On the recommendation of its hiring committee, the Destin fire District board approved Craig Ammons as the fifth paid firefighter for the Destin Fire Department Monday.

Ammons, who has been an active volunteer with the department for several months, is finishing paramedic training. The board approved a salary of \$12,000 for the new fireman, to increase to \$12,500 when he completes the fire standards course. Ammons will report for work within the week.

Commissioner Danny Woodward requested Fire Chief Terry Watkins' input on the amount of property the department will need for future expansion. Woodward will meet with Bob McIlroy of the Destin Community Center board to negotiate leasing addi-

tional center property.

"The present 100x100 feet is not enough," Watkins said. "Without the additional land we thought we had, we can't even use the back driveway."

Woodward said once he and McIlroy reach agreement he expects the Center board to rule on it at its Dec. 9 meeting.

"They have stopped us dead on our expansion plans," Commissioner Bill Burleson said. "Until we know what property we have we can't build the addition."

If the Community Center will not agree to leasing enough ad-

ditional property, several alternatives were discussed to the proposed expansion. One suggestion was to take part of the \$50,000 budgeted for the addition and buy land adjacent to Station Two on Airport Road. If that step is necessary, the necessary expansion will not take place next year, board members said.

In other action, the board approved the first portion of an employee benefit package, with modifications made at the meeting.

Also approved was a motion to enroll the employees in the Social Security program.

As the original 1943 document from Tyler Calhoun states the land is "to be held in perpetuity" for the people of Destin, the question arose of whether Community Center property may be leased at all. The board decided the restriction applied only to selling property, not leasing it.

Dunlap announced that the Community Center will not hold its annual Christmas Miniature Art Show this year, since only 27 artists entered last year's show and no one has volunteered to chair the event.

Dunlap's call for a volunteer to chair the traditional Children's Christmas Party also met with little enthusiasm. Youth Activities chairman Kenny Taylor, who organized the party last year, agreed to work with Mag-

gie Flanagan on this year's party.

Under the supervision of Jim Neilson, the Center grounds are being cleaned up, Dunlap reported. The front doors have been refaced with cedar and the water fountain is being repaired. The building needs new curtains and flooring, repairs to the roof and outside restroom and a central heat and air-conditioning system, Dunlap added.

"It will take \$10,000 or more to complete the work that needs done," he said. "We think we have a donor for all or part of the money. We also are working on a plan to have the building used regularly, such as weekly bingo games.

No action was taken on a request for a donation toward the cemetery beautification program by cemetery chairman Charles Stokes. Stokes commented that a number of residents have suggested he "use a pipe for a flagpole, a metal shed instead of a building for equipment storage and railroad ties instead of concrete for ramps."

"I'd really like to see Destin go first class for once," Stokes said.

A lengthy discussion was held by the board regarding the direction the Center should be moving. According to its bylaws, the Community Center's stated purpose is "to promote the health, education, recreation, cultural and spiritual life of Destin" and to own and operate a building for these activities.

Since the recent decision to become the "voice of Destin" to the Board of County Commissioners on political issues affecting Destin, the Community Center has reached a crossroads as to its primary function.

Dunlap recommended that the question be brought up at the January general membership meeting. "With more residents represented, we will try to discover in what direction Destin wants the Community Center to go," Dunlap said.

Four new directors will also be elected at the January annual meeting.

Forget Your Prize?

Several persons have not claimed their prizes from the Destin Elementary school's fall festival and this is the last chance to do so before a second drawing is held.

Those who did win door prizes and have been notified but

have not picked up the prizes are: Mark Powell, Helen Owens, Tommy Duvall, Lisa Norsworthy, James Campbell, John Lee, Bob Lloyd and a Mr. Taylor.

A second drawing will be held for any prizes which are still unclaimed after Nov. 18.

what works

Meteorite

Continued From Page 1A

complishment, the ultimate stroke of luck, that we found it."

Green agreed. "I'm telling you, it's really kind of ironic, because it had absolutely nothing to do with what we were looking for in the first place," he said.

"It didn't look like anything either one of us had seen before. I guess that's what got us thinking about it. I'm glad it tested out. When you think about the chances of recovering a meteorite, it's like going out looking for watermelon and finding a canteloupe."

Povenmire, who is the author of the book "Fireballs, Meteors and Meteorites," said the Gibson and Green discovery is in good shape.

"It's a beautiful specimen," said Povenmire. "It's an important thing. There is no such thing

as an unimportant meteorite. Anytime someone brings in a new meteorite, we always learn something."

Povenmire said he's more interested in "where the meteorite fell to earth." He believes the space rock may have initially been recovered by Indians and was placed in their midden, or trash pile, near the shoreline.

Because it was located near many Indian artifacts, Gibson offered another theory that "the Indians witnessed this land and thought it was a sign from their gods and made a ceremonial mound at the site where it came down."

Gibson said the discovery has been given the name of the "Grayton Beach Meteorite." He said discussions are planned soon on where the meteorite will be displayed.



Scientist Harold Povenmire hoists meteorite found on South Walton beach.

The Fishing Line

by Helen Wren

Be Alert to Endangered Manatee

Editors Note: Fishing writer Helen Wren is taking some time off. Today's Fishing Line is courtesy of the state Department of Natural Resources.

The month of November is Manatee Awareness Month in Florida in order to focus attention on the plight of the endangered marine mammal. Only about 1,000 of the gentle, harmless sea cows are thought to

and \$20 family memberships. To join, contact the club at 1101 Audubon Way, Maitland, FL 32571, telephone 305/647-2615.

The Save the Manatee Club is cooperating with Florida Power and Light Company in an educational effort, a series of 10 manatee awareness workshops that will be presented to conservationists, teachers and interested citizens around the state

which had long been speculated but never proven.

A study of boat-related fatalities like this one is now being completed in Gainesville by researcher Margaret Kinnaird of the Cooperative Fish and Wildlife Research Unit at the University of Florida.

"I'm looking at specific sites, particularly in Duval and Brevard counties, and trying to





E. Carolina 10
USM 6

Tennessee 10
Kentucky 0

Mississippi 24
Miss. State 23

Penn. State 24
Pittsburgh 24

Air Force 23
Notre Dame 22

PLAYGROUND
Daily News

Ft. Walton Beach, Florida

38th Year No. 282

Sunday November 20, 1983

9 Sections

50¢

Treasure-hunters unearth meteorite

By BRIAN DOYLE
Daily News Staff Writer

Experts have verified that a bowling ball-size hunk of metal unearthed near Grayton Beach is the third largest meteorite ever found in the southeastern United States.

The 24-pound meteorite is thought to have crashed to Earth at least 400 years ago. Two amateur treasure-hunters found it amid a smattering of Indian artifacts, suggesting that Gulf Coast tribesmen may have kept it as a curio.

Harold Povenmire, a widely respected South Florida meteorite buff, and Dr. Glen Huss, director of the American Meteorite Lab in Denver, examined pieces of the object and concluded it is an "olivine hypersthene chondrite stony meteorite." Such meteorites are thought to be as old as the solar system, more than 4 billion years.

The meteorite has been registered with the British Museum in London as the Grayton Beach Meteorite.

Phil Gibson of Dune Allen and Dr. John Green of Destin made the discovery Oct. 20 while pursuing their hobby of treasure-seeking.

Gibson said he and Green were using metal detectors to scan the undeveloped coastal area just west of Grayton Beach. They were in a depression between dunes, 323 feet from shore, when Gibson detected a large metal object 3 feet beneath the sand.

The two dug through layers of Indian pottery shards before uncovering the rust-colored lump.

Gibson, who has found numerous Indian, Spanish and pirate artifacts along the Gulf Coast, thought the object was a conquistador's helmet or possibly a cannonball.

Although a single hammer blow usually breaks the crust of centuries-old Spanish armor, Gibson said his hammer "bounced back past my chin when I hit it."

That was the first clue that they had stumbled upon something odd. They consulted with scientists in



Daily News — RANDY PENDER



THE GRAYTON BEACH METEORITE

Experts say it was a rare find when Dr. John Green and Phil Gibson uncovered a piece on the map in the upper left shows the approximate spot where the meteorite 24-pound meteorite (above, at right) under 3 feet of sand at Grayton Beach. The circle was found. Green (left) and Gibson hold their discovery.

Pensacola who were baffled by the cumbersome object. The scientists suggested Gibson and Green mail a sample to Povenmire, who runs a meteorite tracking network in

Melbourne.

A cigarette pack-size piece was sent off. Two days later Gibson received confirmation that the object was an extraordinarily odd

hunk of out-of-this-world metal.

Povenmire traveled to Destin last week to verify the find, examine the site where it was unearthed and confer with Gibson, Green and

three geology professors at the University of West Florida.

He also mailed part of his sample to Huss in Denver, who acknowledged it was a chondrite stony

meteorite.

Huss said the dimpled chunk of nickel, iron, olivine and other

(See Meteorite — page 2A)



Daily News — LARRY VAUGHAN

Reagan praises congressional contribution

WASHINGTON (AP) — President Reagan bid thanks and farewell Saturday to the Congress and suggested that its greatest contribution was "what it didn't do to us."

Recalling his administration's year-long battle to head off attempts to revoke the income tax cuts he had won during his first year in office, Reagan told his weekly radio audience. "The big spenders ... spared no effort to take away the third year of your tax cut, to delay indexing — the historic reform that'll protect you from being pushed by inflation into higher tax brackets, and to hit you with huge new tax increases."

"Well, with the help of responsible Republicans and Democrats, we fought them back and won."

He congratulated Congress for helping spur economic recovery and "bravely resisting attempts by some to return us to the old days of tax and tax and spend and spend."

But he complained that the homeward-bound lawmakers still have failed to gain control of the federal budget.

"Perhaps the greatest contribution of the Congress," Reagan said, "was not what it did for us but what it didn't do to us."

Making his weekly noontime radio address from the Oval Office, the president reviewed the congressional session that ended Friday night, taking particular note of the Social Security compromise that his administration and the congressional leadership agreed upon early in the year and revision of the Medicare payment system that he predicted would save \$20 billion during the next five years.

"I was also pleased to sign into law several key appropriations bills," Reagan said. "The spending levels were not as low as we requested, but they were lower than liberal members wanted."

Meteorite

minerals is a rare find for Florida because it is so well-preserved. Salt water tends to erode highly metallic meteorites, he said, often reducing them to splashes of discolored sand over the course of a few hundred years.

The excellent condition of the Grayton Beach find has led experts to guess the meteorite crashed to Earth elsewhere, was recovered by Indians hundreds — or thousands — of years ago and left at the spot where Gibson and Green eventually found it.

Povenmire agrees with Huss on that point. Since the meteorite was found in a hidden site — an ancient Indian trash heap — Povenmire thinks local Indians may have grown weary of the curio and discarded it.

Although Gulf Coast Indians often heated rocks and clay balls to cook with and warm their mud-and-reed huts in the winter, Povenmire said the Grayton Beach Meteorite shows no signs of heating other than by entry into Earth's atmosphere.

Syrians

cars and burned at least one. There were fist fights between rival groups, the agency said; but it had no report on casualties.

Syria's defense minister, Gen. Mustafa Tlass, was quoted by the pro-Syrian magazine Al-Kifah Al-Arabi as saying "If the Americans attack us, then we shall answer with all adequate means. We have flyers ready to undertake kamikaze attacks on American warships" off Beirut.

Tlass also said Syria possesses surface-to-surface missiles with a 180-mile range capable of hitting Israel's Negev nuclear reactor. "We can hit it," Tlass said. "This is not a problem."

Tlass did not identify the new missiles. Early last month the Syrians obtained Soviet-made SS-21s, which have a range of 85 miles.

Syria has 50,000 troops in Lebanon, backed up by 5,000-7,000 Soviet troops in Damascus, many of them deployed at sophisticated missile batteries that could present a danger to U.S., Israeli or other intruding jets.

"When there is a Lebanese resistor who storms the Marite base, why shouldn't I have pilots prepared to accomplish similar heroic missions?" Tlass said.

It was the first time a Syrian Cabinet minister had praised the Oct. 23 suicide bombing that killed 239 American servicemen at the Marine base in Beirut. A second bomb moments later killed 58 French paratroopers, and a third on Nov. 4 killed 29 Israelis and 32 Lebanese prisoners in Tyre.

Israeli jets killed an estimated 40 guerrillas in the eastern Baalbek area Wednesday in retaliatory strikes, and French jet fighters killed about 50 in the same region Thursday.

On Friday, Shiite Muslim guerrilla leader Hussein Musawi told reporters in Baalbek, "Plenty of our suicide man, wearing their death shrouds, shall chase them around the clock. The aggressors will taste new methods of suicide retaliation that they haven't experienced before."

He estimated that 20-30 percent of the meteorite's mass disintegrated during its fiery descent.

Yulee Lazarus, curator of the Fort Walton Beach Indian Temple Mound Museum, said pottery shards and other Indian artifacts found in the Grayton Beach area are 400-4,000 years old.

Lazarus said she would have to examine shards from the depth at which the meteorite was found to determine how long it had been there.

Although there is no mention in local Indian mythology of objects falling from the sky, Lazarus said the oral history of Central and South Florida Indian cultures contains references to "people going to the heavens and sending things back down."

As for Povenmire's theory that the meteorite was a trade item, Lazarus said local Indians had an active exchange with tribes as far north as the Great Lakes.

Strategy

moment issue.

"ABC is doing a \$7 million advertising job for our issue," said Janet Michaud, executive director of the Campaign Against Nuclear War. "We couldn't begin to reach as many people as they reach if we pooled all our resources."

"This film was made by people who want to disarm the country and are willing to make a \$7 million contribution to that campaign," said Phyllis Schlafly, the anti-abortion leader whose Eagle Forum group has written to more than 100 ABC stations demanding equal time.

Pro-freeze groups are organizing nationwide candlelight vigils, including one in Lawrence, Kan., the film's focal point. They're also sponsoring anti-nuclear messages in newspapers and on television and offering viewers guidance and support during the film and after its broadcast.

Josh Baran, national media coordinator for "Let Lawrence Live," a program of activities planned by Lawrence townspeople, said he had orchestrated a big awareness campaign around the film because "people might get depressed and stay that way."

"I didn't want this film to stand by itself," Baran said. "If it did, people might walk away and feel nuclear war was inevitable, and never do anything."

"We have seen 'The Day After' and are urging patients to watch this important film, even though it may be painful to do so," said Dr. Irwin Itzlender of the Physicians for Social Responsibility. The group's 20,000 members are making time available the day after "The Day After" for patient consultation on the emotional and psychological effects of the film.

"The doctors are right in what they're doing. This film can create a national health crisis," said Jack Willis, director of the 800-Nuclear Project, which is buying TV time and newspaper space for its pro-freeze message and distributing information on political candidates and local

Copper and other metal objects from that region have been found among local midden sites, and Gulf Coast shells frequently are found among Great Lakes artifacts.

Povenmire, author of a book titled "Fireballs, Meteors and Meteorites," said the Grayton Beach Meteorite is the second largest ever found in Florida and the third largest recovered in the Southeast.

The largest meteorite found in the Southeast was a 92.4-pounder unearthed at Bonita Springs, Fla., in 1932. The second largest was a 64-pounder discovered in Ider, Ala., in 1957.

Gibson and Green say they hope to eventually place the meteorite on display in a museum, either a local one or a larger institution elsewhere.

They already have been approached by a collector who wanted to buy the meteorite, but the weekend treasure-hunters say they are reluctant to part with their once-in-a-lifetime find.

ching the film," Willis said. "That's why we're offering ways, such as voter registration, for people to channel their frustrations through the political system."

Sen. Alan Cranston, D-Calif., whose support of a nuclear freeze has been central to his presidential campaign, is organizing fund-raising meetings in 26 states to coincide with broadcast of "The Day After."

Rep. Edward Markey, D-Mass., co-sponsor of a House freeze resolution, is focusing an awareness campaign on 10 Midwest states that house more than a thousand nuclear missile silos. Those states have 37 congressional seats that will be contested next year.

"Most of the votes here in Congress on the MX missile and any other weapons system comes down to a dozen or two dozen votes, no more than that," Markey said on CBS-TV's "60 Minutes" on Nov. 13. "It's not switching 435. It's just switching a handful of votes."

"The Day After" was made available last week to West Germany's government leaders and the Bundestag, its legislature. The Bundestag votes Tuesday on whether U.S. Pershing II missiles should be deployed in West Germany.

The Washington-based Center for Defense Information, a group of retired military leaders in favor of disarmament, is sponsoring a message to be carried by some of ABC's 200-plus affiliates before, during or after "The Day After." On the commercial, actor Paul Newman explains how "you can make a difference."

In another message, paid for by the 800-Nuclear Project, two generals are depicted blowing up a balloon-type globe. Willis said he is trying to get this commercial spot shown during the ABC News panel discussion immediately following the movie.

CARMICHEAL'S SURFSIDE 7

At the foot of Shalimar Bridge
Sun 1-9 Mon-Thurs 9-10 Fri-Sat 9-11
SALE GOOD NOV. 20-NOV. 23

Yellowstone 86°	1.75	\$11.99
Old Crow	1.75	\$10.99
Ten High	1.75	\$10.99
Early Times	1.75	\$11.99
Ancient Age	1.75	\$11.99
Old Forester	1.75	\$14.99
Jim Beam	1.75	\$11.99
Wild Turkey	86.8° 750 ml.	\$8.29

Plus All Other WHITE TAGGED BOURBONS, LIQUEURS & BRANDIES 10% OFF
1.75, liters, 750 ml.

Johnny Walker Red 750 ml	\$10.99
Ushers	1.75 \$12.99
Dewars Scotch 750 ml	\$9.99
Old Smuggler 86.8°	1.75 \$12.99
Glen Mavis	1.75 \$10.99

PLUS ALL WHITE TAGGED SCOTCH 10% OFF
1.75, liter, 750 ml.

Harwoods & LTD Canadian	1.75	\$10.99
Calverts Extra	1.75	\$11.99
Lord Calverts Canadian	1.75	\$11.99
Walker's Canadian	1.75	\$10.99
Seagrams 7 \$1.00 Rebate	1.75	\$12.99

ALL OTHER WHITE TAG BLENDS 10% OFF
1.75, liters, 750 ml.

Kamchatka Vodka	1.75	\$8.99
Booth's 90° Gin	1.75	\$11.99
Barton's & Kulov Vodka	1.75	\$8.99
Taaka Vodka	1.75	\$9.99
Wolfschmidt Vodka \$1.00 Rebate	1.75	\$10.99

All Other WHITE TAG VODKA, GIN & RUM 10% OFF

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PK 14-09
David
1
disc mpr

- O - OUTGOING
 - H - INTERNAL
 - I - INCOMING
- Date Correspondence Received (YY/MM/DD) 1 / 1 / 1

Name of Correspondent: Posy GORMAN

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: National Review commercial

ROUTE TO:

ACTION

DISPOSITION

Official/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CWOLL</u>	<u>ORIGINATOR</u>	<u>84.02.06</u>			<u>C 84.02.07</u> JV
<u>CWAT 14</u>	<u>R</u>	<u>84.02.06</u>			<u>@ 84.02.07</u> JV
<u>CWAT 14</u>	<u>S</u>	<u>84.02.07</u>	<u>JVDW</u>	<u>A</u>	<u>84.02.07</u> JV
		<u>1 1</u>			<u>1 1</u>
		<u>1 1</u>			<u>1 1</u>

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- Type of Response = Initials of Signer
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Comments: _____

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Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: L Individual Codes: 4620 _____

Prime Subject Code: PR 014 09 Secondary Subject Codes: PR 016 01 B9003.04
FG 006 01 _____
Ph _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

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- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

February 7, 1984

Dear Mrs. Gorman:

Your January 20, 1984 letter to the White House regarding the President's appearance in a commercial for National Review magazine has been referred to me for response.

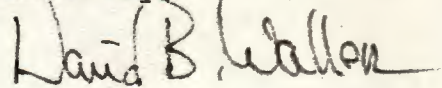
Please be advised that the President's remarks concerning National Review were made at a reception held in honor of the opening of their Washington office, and were taped at that time by the major television networks. The President's remarks were not made as a commercial solicitation on behalf of the magazine.

As a matter of long-standing policy in this and previous Administrations, neither the name nor the photograph or likeness of the President should be used in any advertising, promotion or other commercial activities which in any way suggest a connection between the President and such advertising or promotion. This policy is set forth in section 236 of the Do's and Don'ts in Advertising Copy published by the Council of Better Business Bureaus, Inc.

Although I have not actually seen the National Review commercial itself and therefore have no opinion regarding whether it is inconsistent with the above guidelines, when we received complaints concerning National Review's use of the President's remarks, we contacted the magazine. We were advised that the commercial is no longer being run and will not be run in the future. We, therefore, consider the matter to be moot.

Thank you for sharing your views with us.

Sincerely,



David B. Waller
Senior Associate Counsel
to the President

Mrs. Posy Gorman
Action Line Editor
The High Point Enterprise
P.O. Box 1009
High Point, North Carolina 27261

50

Legal counsel

THE HIGH POINT ENTERPRISE

HIGH POINT, NORTH CAROLINA

January 20, 1984

202236 *cu*

The White House
Washington, D.C. 20500

SKK

Dear Sirs:

I received a call from a man who said he had just watched a TV commercial for the National Review. President Reagan was in the commercial which prompted him to ask several questions:

Is the president compensated for TV commercials? If he is compensated, would that be ethical? If he's not compensated, is it ethical for him to use the fact he is president to further one magazine above another?

He said he was just curious about the whole situation.

Sincerely,

Posy Gorman

Mrs. Posy Gorman
Action Line Editor

REC-11-2-84 3-31

4 4 4 4

Name	Date
Macy Scott Fin...	5/12/02

1984 FEB -3 PM 3:37

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PROV 09

- O - OUTGOING
- H - INTERNAL
- I - INCOMING

Date Correspondence Received (YY/MM/DD) 1 1

Pear

Name of Correspondent: James H. Lehman

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: writes President's appearance in Hustler magazine

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CUWOL</u>	<u>ORIGINATOR</u>	<u>84 10 21 06</u>			<u>C 84 10 21 20</u> ^{JV}
<u>CUWT 09</u>	<u>Referral Note:</u>	<u>84 10 21 06</u>			<u>C 84 10 21 20</u>
<u>CUFIEL</u>	<u>Referral Note:</u>	<u>84 10 21 20</u> ^{JV}	<u>FF</u>		<u>A 84 10 21 20</u> ^{JV}
	<u>Referral Note:</u>	<u>1 1</u>			<u>1 1</u>
	<u>Referral Note:</u>	<u>1 1</u>			<u>1 1</u>
	<u>Referral Note:</u>				

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- S - Sealed**
- T - Telegram**
- V - Telephone**
- X - Miscellaneous**
- Y - Study**

THE WHITE HOUSE

WASHINGTON

February 20, 1984

Dear Mr. Luhm:

Thank you for your December 17, 1983 letter to the President, which was recently called to my attention, in which you protested the content of Hustler magazine, noting in particular its insulting references to the President and Mrs. Reagan.

As I am sure you know, the First Amendment's provisions for freedom of speech and of the press have been interpreted very broadly by our courts. Unfortunately, these freedoms can be abused by persons who lack an appreciation for the values that are our Nation's strength. However, given the legal difficulties involved and the fact that a formal challenge might only give such persons the publicity they crave, public figures often have little choice but to ignore such publications.

On the more general issue of pornography, the President shares your concern about this problem, particularly when it involves the abuse and exploitation of our children. I am sure you will be interested to learn that Attorney General Smith has advised United States Attorneys throughout the Nation that the President wants Federal obscenity laws to be enforced -- a point the President emphasized at a recent White House meeting attended by all United States Attorneys.

Thank you again for expressing your opposition to Hustler magazine's treatment of the President and First Lady. Both of them care far more about such expressions of support than about any insults that might be published in that magazine.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. James H. Luhm
Post Office Box 72
Twig, Minnesota 55791

FFF:PJR:pr 2/18/84
cc: FFFfielding ✓ Subject
PJRusthoven Chron.


MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 18, 1984

FOR: FRED F. FIELDING

FROM: PETER J. RUSTHOVEN 

SUBJECT: Letter from James H. Luhm
Complaining about Hustler Magazine

Mr. Luhm wrote to the President on December 17, 1983, in a letter forwarded to our office last week, to complain about the "simulated photograph depicting YOU as well as your family in pornographic scenes" that recently appeared in Hustler. Luhm specifically expressed his grief over "the humiliation YOU AND YOUR LOVED ONES have been subjected to," and also voiced concern both about the difficulty of putting a stop to Larry Flynt's activities and about the general decline of decency in the Nation.

Attached for your review and signature is a reply to Luhm, based on the response you signed recently to a somewhat similar letter complaining about Hustler's treatment of the President and the First Lady.

Attachment

57

Fred Feldberg

December 17, 1983

President Ronald Reagan
White House
1600 Pennsylvania Avenue
Washington, D.C.

202238 *cu*

Dear Mr. President:

Recently I was shown some simulated photograph depicting YOU as well as your family in pornographic scenes which recently appeared in Larry Flynts' "Hustler" magazine. I was appalled by this disgraceful, degrading, barbaric act of indecency, which has proven to me that there is little left to believe in, knowing what the laws of this country represent. In any other nation this man would be put to death or sentenced to life in prison, while here we seem to glorify in being able to make heros out of these demoniac individuals.

To be continually told by Senators and Legislators that they are trying to pass laws or to take action against these individuals whom supposedly could be a threat to the well-being of the nation, isn't enough.

In dealing with people like Mr. Flynt, the word "trying" should be eliminated and without question. But with decency, based upon the groundwork on which this country was once built, any person charged with such a crime should be immediately tried and prosecuted, if found guilty.

No longer do I see decency or respect but rather a one-time great nation taking the roadway which leads to Sodom and Gomorrah—a generation of teachers which has left the youth of today with little to hope for, let alone believe in.

The United States has become a Babylon, a city in the Bible described as, "confusion", or in the dictionary as, "one of wealth, power, magnificance and wickedness.

As an American, I grieve over the humiliation YOU AND YOUR LOVED ONES have been subjected to.

Sincerely,

James H. Luhm

James H. Luhm
P.O. Box 72
Twig, Minnesota
55791