

Ronald Reagan Presidential Library
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WHORM Subject File Code: PR014-09
(Public Relations: President's Name – Likeness)
Case File Number(s): 190000-191754
Box: 3

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<https://reaganlibrary.gov/document-collection>

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

National Archives Catalogue: <https://catalog.archives.gov/>

WITHDRAWAL SHEET
Ronald Reagan Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
letter case (190611CU)			
1. memo	From Peter J. Rusthoven to Fred F. Fielding; re. letter from Grant and Susan Reading regarding President's article on abortion	1/3/84	B5 <i>WJH 11/10/01</i>
letter case (190750CU)			
2. memo	From Sherrie M. Cooksey to Fred F. Fielding; re. use of the Presidential Seal on T-shirts (2 pp.)	1/11/84	B5
letter case (190947CU)			
3. memo	From David B. Waller to Fred F. Fielding; re.: Request from CBS to use Errol Flynn and Ronald Reagan Scene in Television Movie of the Week (2 pp.)	12/12/83	B5
letter case (190983CU)			
4. memo	From John G. Roberts to Fred F. Fielding; re.: photo request	11/28/83	B5
letter case (191754CU)			
5. memo	From Fred F. Fielding to Edward G. Schmults; re.: Fundraising Letter Being Used by the Foundation to Build America	12/22/83	B5
COLLECTION: WHORM: Subject File			cas
FILE LOCATION: PR 014-09 (190000 - 191754)			6/2/92

RESTRICTION CODES

- | | |
|---|--|
| <p>A. National security classified information.</p> <p>3. 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
Ronald Reagan Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
6. memo	From Peter J. Rusthoven to Fred F. Fielding; re.: Fundraising Letter Being Used by the Foundation to Build America (2 pp.)	12/20/83	B5
7. memo	From Peter J. Rusthoven to Fred F. Fielding; re.: Fundraising Letter Being Used by the Foundation to Build America	7/24/82	B5
8. memo	From Peter J. Rusthoven to Fred F. Fielding; re.: Fundraising Letter Being Used by the Foundation to Build America	7/10/82	B5
9. case file (191754CU)	re.: Use of the President's name in conjunction with the Foundation to Rebuild America (22 pp.)	12/83-1/84	B5
COLLECTION: WHORM: Subject File			cas
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RESTRICTION CODES

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|---|--|

PR014-09
POW

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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

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

Name of Correspondent: Mary Haslam

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

Subject: Distressed at Mansfield Beer advertisement

ROUTE TO:	ACTION	DISPOSITION		
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CWATOLL</u>	<u>ORIGINATOR</u>	<u>83/12/06</u>		<u>C 83/12/07</u>
	Referral Note:			
<u>CWAT09</u>	<u>R</u>	<u>83/12/06</u>		<u>C 83/12/07</u>
	Referral Note:			
<u>CWAT09</u>	<u>S</u>	<u>83/10/07</u>	<u>PR</u>	<u>A 83/12/07</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: 4000 _____

Prime Subject Code: PR014-09 Secondary Subject Codes: CO 167 PR016
CM 003.01 PU
B&C 003.06 _____

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**
- 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

December 7, 1983

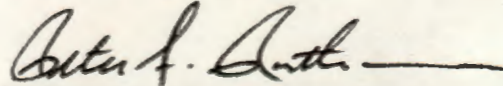
Dear Mrs. Haslam:

Thank you for your October 13, 1983 letter to the President concerning the use of his picture in a British advertising poster for the Mansfield Brewing Company.

The White House did not supply the photograph used in this poster; nor did it grant "permission" for its use. We do have a strong policy against use of the President's name or photograph in any manner that suggests he endorses a given commercial product; in general, however, we have no legal basis for objecting to the use by others of publicly available pictures of the President, so long as it is not stated or suggested that he uses or endorses a product.

We can understand and do appreciate the concerns you expressed about this matter, and want to assure you that the President does not personally endorse the products of Mansfield Brewing Company.

Sincerely,



Peter J. Rusthoven

Associate Counsel to the President

Mrs. Mary Haslam
4133 Oakmore Road
Oakland, California 94602

H
President Ronald Reagan

The White House
Washington, DC.

Oakland, Calif.
Oct. 13, 1983

190599

Mr President;

Many Americans like myself think that it is a great embarrassment to
we the people of these United States, and our Country when our President
steeps so low as to permit his picture and name to be used to advertise
Beer in another Country as you are doing with Mansfield Beer in England.

One would think that a man with millions of dollars would not be so
money mad as to lower his dignity and that of the country he is representing.
with such advertising. Sir you are no longer in Hollywood acting and wishing
to get publicity. You are the first U.S. President that I knew of who places
and desire for publicity
his own pocket above that of the nation he was voted to represent.

This is not good publicity for a president who is planning on seeking
a second term in the White House. Most people I have come in contact with
since this article was made public are appalled to say the least.

If you are more interested in publicising Ronald Reagan and having your
picture on bill-boards advertising beer -than being president of our country
then I suggest that you do not run for a second term in the White House
but return to Hollywood and the Movies.

Yours Sincerely

Mrs Mary Haslam G.
4133 Oakmore Rd.
Oakland, Calif. 94602

A Pint of Bitter

Editor — The news that President Reagan is allowing his picture to be used to promote Mansfield Bitter Beer in England should come as no surprise. He is still a showman at heart. He should stay with his first love instead of trying to govern a complex nation. His decision in this matter does little to enhance America's image in the eyes of the world. Imagine Margaret Thatcher promoting Calvin Klein jeans!

S.F. INEZ M. SMALL
San Francisco
Chronicle Oct. 13

201 630 -2 11 22 83

PR014-09

Peter

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

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

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

Name of Correspondent: Mrs. Maxine Moon

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

Subject: Distressed at Mansfield Beer advertisement

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>WHOLL</u>	<u>ORIGINA DD 83/12/06</u>	<u>C 83/12/07</u>
<u>CUAT09</u>	<u>Referral Note: R DD 83/12/06</u>	<u>C 83/12/07</u>
<u>CUAT09</u>	<u>Referral Note: S 83/12/07 PR</u>	<u>A 83/12/07</u>
	<u>Referral Note: 1 1</u>	<u>1 1</u>
	<u>Referral Note: 1 1</u>	<u>1 1</u>
	<u>Referral Note:</u>	

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 C - Comment/Recommendation
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 R - Direct Reply w/Copy
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 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: 4000 _____

Prime Subject Code: PR 014-09 Secondary Subject Codes: CD 167 PR 016
BE 003-26 PA
CM 003-01 _____

PRESIDENTIAL REPLY

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

SIGNATURE CODES:

- CPn - Presidential Correspondence**
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- 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

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

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- n - 1 - Ronald Reagan - Nancy Reagan
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- C - Copy
- D - Official document
- G - Message
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- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
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- Y - Study

THE WHITE HOUSE

WASHINGTON

December 7, 1983

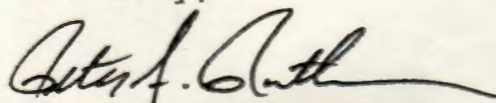
Dear Mrs. Moon:

Thank you for your October 10, 1983 letter to the President concerning the use of his picture in a British advertising poster for the Mansfield Brewing Company.

The White House did not supply the photograph used in this poster; nor did it grant "permission" for its use. We do have a strong policy against use of the President's name or photograph in any manner that suggests he endorses a given commercial product; in general, however, we have no legal basis for objecting to the use by others of publicly available pictures of the President, so long as it is not stated or suggested that he uses or endorses a product.

We can understand and do appreciate the concerns you expressed about this matter, and want to assure you that the President does not personally endorse the products of Mansfield Brewing Company. Your prayers for the President are greatly appreciated.

Sincerely,



Peter J. Rusthoven

Associate Counsel to the President

Mrs. Maxine Moon
4395 Riverside Drive
Lilburn, Georgia 30247

People in the news

Reagan's face selling beer

Associated Press

Whether he knows it or not, **PRESIDENT REAGAN** is selling beer in England.

Reagan's face is featured on large billboards throughout central England on advertisements for Mansfield bitter beer.

"He might be president of the most powerful nation on earth," the caption reads, "but he has never had a pint of Mansfield."

Mansfield Brewing Co. said Friday it got permission from the White House to use the president in its latest promotion. **RICHARD LEWIS**, Marketing Director for the company, said it sent a proof copy of the poster and received a letter back from a White House aide — whom he did not identify by name — saying that Reagan had no objection to use of his picture and name and wishing the company "good luck" in the campaign.

Lewis said Mansfield would not have carried on the campaign if there had been any complaints from the White House or the American Embassy in London.

The U.S. Embassy in London said it could not confirm that the brewery had contacted the White House, but a spokesman said the embassy had received no complaints from Washington.

Lewis said the ad campaign involves about 20 billboards and began three weeks ago.

"It is impossible at this early stage to say how well sales figures are going," Lewis said. "But we hold high hopes

that the campaign will increase our popularity."

190601 lu

Oct. 10, 1983

President Reagan,

Fred
Fielding

This article was in my county newspaper. I was shocked and very disappointed in you.

You profess to be a Christian. Would Jesus want you advertising beer?!

Please do something to stop this immediately.

Not only is this wrong from a Christian standpoint, but from a political one as well. The leader of a great nation such as the United States, should never lower himself to such a demeaning thing as this.

The Bible tells us to pray for our leaders. You and your staff are constantly in my prayers.

In Christian Love,

1983 DEC -2 11 10:05

Mrs. Maxine Moon

1903 DEC -5 AM 10 02

[Faint, illegible handwriting]

[Faint, illegible handwriting]

[Faint, illegible handwriting]

[Faint, illegible handwriting]

[Faint, illegible handwriting]

[Faint, illegible handwriting]

[Faint, illegible handwriting]

87-12

PR014-09

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

JV

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

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

Name of Correspondent: Joan E. Foreman

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

Subject: Questions President's endorsing Mansfield Beer

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>83/12/06</u>		<u>C</u>	<u>83/12/07</u>
	Referral Note:				
<u>CUAT09</u>	<u>K</u>	<u>83/12/06</u>		<u>C</u>	<u>83/12/07</u>
	Referral Note:				
<u>CUAT09</u>	<u>S</u>	<u>83/12/07</u>	<u>PR</u>	<u>A</u>	<u>83/12/07</u>
	Referral Note:				
		<u>1 1</u>			<u>1 1</u>
	Referral Note:				
		<u>1 1</u>			<u>1 1</u>
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Prime Subject Code: PR014-09 Secondary Subject Codes: CO167 PR016
B4003.06 PK
CM003.01 _____

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- n - 2 - Nancy
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- M - Mailgram
- O - Memo
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- R - Report
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- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

December 7, 1983

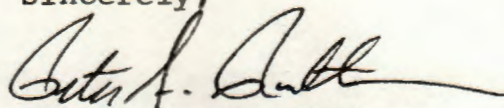
Dear Ms. Foreman:

Thank you for your October 9, 1983 letter to the President concerning the use of his picture in a British advertising poster for the Mansfield Brewing Company.

The White House did not supply the photograph used in this poster; nor did it grant "permission" for its use. We do have a strong policy against use of the President's name or photograph in any manner that suggests he endorses a given commercial product; in general, however, we have no legal basis for objecting to the use by others of publicly available pictures of the President, so long as it is not stated or suggested that he uses or endorses a product.

We can understand and do appreciate the concerns you expressed about this matter, and want to assure you that the President does not personally endorse the products of Mansfield Brewing Company.

Sincerely,



Peter J. Rusthoven

Associate Counsel to the President

Ms. Joan E. Foreman
1751-315 W. Citracada Parkway
Escondido, California 92025

2 m d Article



Associated Press Photo

This mug's for you

Whether he knows it or not, President Reagan is selling beer in England. Reagan's face is featured on large billboards through-

out central England on advertisements for Mansfield bitter beer. Mansfield Brewing Co. said it got permission from the White House.

PRESERVATION COPY

14
October 9, 1983

Mr. Reagan, President of the
United States
1600 Pennsylvania Ave
Washington D. C.

190602 *cu*

Dear Sir,

Fred Fielding
I recently read a little article concerning you. It stated that you are endorsing a "Beer" in England and that a publicity campaign with billboards and etc, would be used in this campaign. That it was done with your full knowledge and that you saw nothing wrong with it.

As a firm supporter of yours both in California when you were Governor and since you have become President I find this very hard to believe. If it is true then it is a disgrace to the office of the Presidency. You would have misused the trust of the people which voted you into office. I personally think that this should be looked into.

This item was in the October 3, 1983 issue of the Times Advocate in Escondido Ca. under the section of World News.

Sincerely,

Joan Foreman
Joan E. Foreman
1751-315 W. Citracada Pkwy
Escondido, Ca., 92025

1983 DEC -2 10:05

1963 DEC -5 AM 10 02

RECORDED
INDEXED
FBI - MEMPHIS
DEC 5 1963

IN REPLY TO YOUR LETTER OF OCTOBER 2, 1963, THE FOLLOWING INFORMATION IS FURNISHED:

ON OCTOBER 2, 1963, THE FOLLOWING INFORMATION WAS RECEIVED FROM THE MEMPHIS OFFICE OF THE FBI:

IT IS STATED THAT THE ABOVE NAMED PERSONS ARE CURRENTLY EMPLOYED BY THE CITY OF MEMPHIS.

END

MEMPHIS
FBI
DEC 5 1963

OCTOBER 2, 1963

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PR014-09

PR

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

Name of Correspondent: Grant and Susan Reading

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

Subject: Asks for advice on conducting a direct mail campaign promoting President's article "Abortion and the Conscience of the Nation"

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>WHOLL</u>	ORIGINATOR <u>83112106</u> DD	<u>C 84101104</u>
<u>CVAT 09</u>	Referral Note: <u>S</u> <u>83112106</u> DD	<u>C 84101104</u>
<u>CVFIEL</u>	Referral Note: <u>[Signature]</u> <u>84101104</u>	<u>A 84101104</u> HF
_____	_____ <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
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- DISPOSITION CODES:**
- A - Answered
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 - 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: PP 001 BE 003.04
PR PR 016
W 4003 PR 014 08

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

January 4, 1984

Dear Mr. and Mrs. Reading:

Thank you for your December 1, 1983 letter about your desire to distribute reprints of the President's article, "Abortion and the Conscience of the Nation," in the Dallas, Texas area.

I am glad you were impressed by the President's article on this important subject, and that you wish to share it with others. Generally speaking, our office would not object to your doing so, either by yourselves or in conjunction with local Republican leaders or others who may wish to participate. It is very important, however, that you not state or suggest in any way that the President or the White House has endorsed or is affiliated with any distribution plans you may decide to undertake, especially if you solicit contributions to cover your expenses. Instead, you should make it very clear that your efforts are private in nature, and that the President and the White House are not involved in them.

In addition, before embarking on any distribution efforts you should contact Mr. James P. McFadden, Editor of Human Life Review, the magazine that published the President's article. Mr. McFadden -- whose address is 150 East 35th Street, New York, New York 10016 -- will be able to advise you if your distribution plans raise any problems from the magazine's standpoint, and (assuming there are none) should also be able to supply you with reprints of the article.

Again, I want to thank you for writing about this matter and for your kind comments about the President's article. While I am sure you had no plans to suggest that the President or the White House were involved in any distribution efforts you might make, I hope you can appreciate why we must err on the safe side on such matters to ensure that future misunderstandings do not arise. Your courtesy in checking with our office is appreciated.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. and Mrs. Grant Reading
Reading Construction Company
1412 San Saba Drive
Dallas, Texas 75218


FFF:PJR:ph 1/4/84
cc: FFFielding✓
PJRusthoven
Subject
Chron.

cc: Mr. James P. McFadden
bcc: Anne Higgins

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

January 3, 1984

FOR: FRED F. FIELDING
FROM: PETER J. RUSTHOVEN 
SUBJECT: Letter from Grant and Susan Reading
re: President's Article on Abortion

Mr. and Mrs. Reading wrote you in December to advise that they had been very impressed by the President's article on abortion, and wished to distribute copies of it (initially circa 500) in their "immediate area," which is Dallas, Texas. The Readings, who indicate that they may try to work with local Republican officials on this project, would also like to "solicit contributions to reimburse ourselves for the cost of the pamphlets, postage, stationary [sic] and handling."


Judging from their letter, the Readings seem sincere enough, and I do not think they are proposing this idea with any hope of making a profit. Nor, generally speaking, do I see any inherent legal or other substantive objections from our standpoint to their undertaking such a project.

At the same time, however, it is clear to me that the White House should not be supplying the necessary reprints of the article, particularly in such quantities. Since we have now largely resolved the "White House reprint" issue involving this article via our recent memorandum on this subject for John Rogers, copied to Anne Higgins, I think we can now reply to the Readings by referring them to James McFadden of Human Life Review. This should enable the Readings to obtain however many reprints they need, while also ensuring that their plans create no problems as far as the magazine is concerned. (I suspect that McFadden will in fact be happy to cooperate with the Readings.)

Finally, though, I do think it important that the Readings be cautioned, politely but unequivocally, against making any suggestion of Presidential or White House involvement in their activities.

A letter to Mr. and Mrs. Reading is attached for your review and signature.

Attachment

cc. - McFadden
bcc - Higgins 

190611 cu

The Honorable Mr. Fred F. Fielding
Council to the President
The White House
Washington, D.C. 20500

December 1, 1983

Dear Mr. Fielding,

In response to a letter my wife wrote to the President, we were sent a copy of the President's article, "Abortion and the Conscience of the Nation". We have read the article with particular interest and we were greatly relieved not only to know that the President believes as we do but also that he was so well informed on the matter. I called the local Republican Headquarters to see if there were some way that this article could be distributed more widely. They referred me to The National Political Action Committee to Re-elect the President, who referred me to your Public Affairs Office and they referred me to your office.

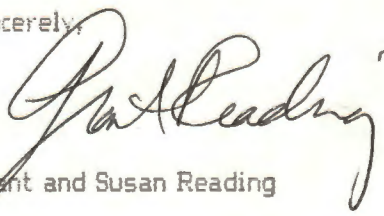
Because we feel so strongly on this matter we would like to make more copies of this pamphlet available to the general public. (I must confess that I was unaware that the President had written such an article. Indeed, although I consider myself well informed, I had not heard about the article from any other source. As a matter of fact until I heard a rebroadcast the President's address to the National Association of Religious Broadcasters on a local Christian station I was similarly unaware of it. Please forgive me for digressing at this point but I hope you can sense the frustration I feel over what seems to be a conspiracy of silence in the national news media on the issue of abortion.)

We are writing to ask your advice concerning a direct mail campaign to distribute this pamphlet to people in our car city. We are uninitiated in this area and frankly do not even know what questions to ask. We certainly do not want to do anything that would embarrass the President or in any way hurt his chances for re-election. Our idea is to initially distribute perhaps 500 pieces of mail to the general public in our immediate area. We would solicit contributions to reimburse ourselves for the cost of the pamphlets, postage, stationery and handling. If enough money is returned to continue the process we would make a second mailing. We have a personal computer to help with the book keeping in the small construction company we run so we could continue expanding the scope of program for some time.

Our first thought was that we could perform this service for the republican party and we are therefore willing to place ourselves under the control of a representative of the party. If you see this as a conflict of interest or if you see any legal danger please let us know and we will adjust our proposal accordingly.

Thank you for your time in consideration of this matter.

Sincerely,



Grant and Susan Reading

1983 DEC -2 11 0 31

1983 DEC -5 PM 6:24

ID # 190750 CU

PR 014-09

JV

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

Sme

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

Name of Correspondent: Nancy A. Hodapp

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

Subject: Asks for permission to continue to use an emblem similar to the Presidential Seal on T-shirts and golf shirts

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>WHOL</u>	ORIGINATOR	<u>83/12/21</u>		<u>C</u>	<u>84/01/12</u> ^{JV}
<u>WNAT17</u>	Referral Note: <u>D</u>	<u>83/12/21</u>	<u>Continuing corresp.</u>	<u>C</u>	<u>84/01/12</u> ^{JV}
<u>WFIEL</u>	Referral Note: <u>S</u>	<u>84/01/12</u> ^{JV}	<u>FF</u>	<u>A</u>	<u>84/01/12</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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RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

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Prime Subject Code: _____ Secondary Subject Codes: _____

PRESIDENTIAL REPLY

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DSP	_____	Time: _____	Media: _____

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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

THE WHITE HOUSE

WASHINGTON

January 12, 1984

Dear Missy:

This will respond to your letter of December 13, 1983 (which was received December 20, 1983) setting forth your assertion that the use of the Presidential Seal on T-shirts and golf shirts you have manufactured for public sales was "approved" by John F.W. Rogers, Assistant to the President for Management and Administration; and, requesting, pursuant to Executive Order No. 11649, me to authorize your proposed uses of the Presidential Seal on those shirts.

Upon receipt of your letter, we discussed this matter with John Rogers to ascertain if there was an "approval" by a White House official of your T-shirts. John recalls discussing these T-shirts with you only on one occasion, which was a social gathering with mutual friends. Although John did not object to your idea of selling these T-shirts, he specifically recalls informing you that the emblems on the T-shirts could be viewed as a misuse of the Presidential Seal, and suggesting to you that you obtain guidance on that question before proceeding any further. We regret that you mistakenly interpreted this conversation as an "approval" of the sale of these T-shirts.

But more to the point, section 1(g) of Executive Order 11649 authorizes the Counsel to the President to authorize those uses of the Presidential Seal that are "for exceptional historical, educational or newsworthy purposes." As you know, it is the policy of this Administration to adhere strictly to that Executive Order. Because your T-shirts would not seem to fall within those categories for which the Counsel to the President may approve uses of the Presidential Seal, I am sorry to advise you that I have no legal authority to permit the use of the Seal on them.

You should be aware, however, that it is not within the jurisdiction of the Counsel to the President to enforce the restrictions of 18 U.S.C. § 713 and Executive Order 11649 regarding uses of the Presidential Seal; that is the responsibility of the Justice Department. The purpose of my correspondence to you is to alert you to my view that your continued sale of these T-shirts could be viewed as a violation of

18 U.S.C. § 713. If you wish to pursue this matter further, I suggest you contact Assistant Attorney General Stephen Trott, who is in charge of the Criminal Division of that Department.

Again, I'm sorry that by this reply I am not able to comply with your request.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Ms. Nancy A. Hodapp
TPR, Inc.
Route One, Box 510-A
Hume, Virginia 22639

FFF:SMC:ph 1/12/84
cc: FFFfielding ✓
SMCooksey
Subject
Chron.

THE WHITE HOUSE

WASHINGTON

January 11, 1984

Butler

Dear ^{*Mrs.*} Ms. Hodapp:

This will respond to your letter of December 13, 1983 (which was received December 20, 1983) setting forth your assertion that the use of the Presidential Seal on T-shirts and golf shirts you have manufactured for public sales was "approved" by John F.W. Rogers, Assistant to the President for Management and Administration; and, requesting, pursuant to Executive Order No. 11649, me to authorize your proposed uses of the Presidential Seal on those shirts.

Upon receipt of your letter, ^{*we*} I discussed this matter with John Rogers to ascertain if there was, ~~indeed~~, an "approval" by a White House official of your T-shirts. Rogers recalls discussing these T-shirts with you only on one occasion, which was a social gathering with mutual friends. Although John did not object to your idea of selling these T-shirts, he specifically recalls informing you that the emblems on the T-shirts could be viewed as a misuse of the Presidential Seal, and suggesting to you that you obtain guidance on that question before proceeding any further. We regret that you mistakenly interpreted this conversation as an "approval" of the sale of these T-shirts.

But, more to the point,
Section 1(g) of Executive Order 11649 authorizes the Counsel to the President to authorize those uses of the Presidential Seal that are "for exceptional historical, educational or newsworthy purposes." ^{*As you know*} It is the policy of this Administration to adhere strictly to that Executive Order. Because your T-shirts would not seem to fall within those categories for which the Counsel to the President may approve uses of the Presidential Seal, I ^{*must*} advise you that I ~~cannot~~ authorize the use of the Seal on them. *have no legal authority to permit*

You should be aware, however, that it is not within the jurisdiction of the Counsel to the President to enforce the restrictions of 18 U.S.C. § 713 and Executive Order 11649 regarding uses of the Presidential Seal; that is the responsibility of the Justice Department. The purpose of my correspondence to you is to alert you to my view that your continued sale of these T-shirts could be viewed as a violation of

18 U.S.C. § 713. If you wish to pursue this matter further, I suggest you contact Assistant Attorney General Stephen Trott, who is ~~at~~ the Criminal Division of that department.

in charge of

Sincerely,

Again, I'm sorry that ^{by} this reply ~~is not~~ I am not able to comply with your request.

Fred F. Fielding
Counsel to the President

Ms. Nancy A. Hodapp
TPR, Inc.
Route One, Box 510-A
Hume, Virginia 22639

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

January 11, 1984

FOR: FRED F. FIELDING

FROM: SHERRIE M. COOKSEY *SMC*

SUBJECT: Continuing Correspondence from Missy Hodapp
re: Use of the Presidential Seal on T-Shirts

You may recall that Missy Hodapp (formerly an employee of the Office of Cabinet Affairs) has manufactured T-shirts emblazoned "Reagan-Bush 1980-1988" and is marketing them to members of the White House staff and the general public. On November 16, 1983, you advised Hodapp that these T-shirts, which contain an emblem based on the Presidential Seal, constituted unauthorized and impermissible uses of that Seal. A copy of that letter and Hodapp's promotional material is attached at Tab A for your reference.

Hodapp responded to your letter by certified mail dated December 13, 1983 and received December 20, 1983. Her response states that John Rogers had informed her that he had no objections to the use of the Presidential Seal on the T-shirts in question. Hodapp states that because of her conversation with Rogers (who she knew authorized use of the Presidential Seal on memorabilia items), she believed she had "White House approval" of her T-shirts. Additionally, Hodapp asserts that the emblem on the T-shirts "differs substantially from the Presidential Seal." Finally, Hodapp requests you to exercise your authority under Executive Order No. 11649 to approve the use of the Presidential Seal on these T-shirts.

Dick Hauser and I discussed with John Rogers Hodapp's statements about his "approval" of these T-shirts. Rogers advised that Hodapp showed a T-shirt to him while they were at a small social gathering in the cocktail lounge of the Four Seasons Hotel. Rogers specifically recalls informing Hodapp that she should check with the White House Counsel to ascertain whether the appearance of the Presidential Seal on these T-shirts was permissible. Obviously, Rogers disputes Hodapp's statements that he "approved" use of the Presidential Seal on these T-shirts.

Hodapp's assertion that the emblem on her T-shirts "differs substantially from the Presidential Seal" is also an overstatement of the facts. The eagle in the emblem on her T-shirts is virtually identical to the one in the Presidential Seal. (See Tab B.) As you noted in your November 16, 1983 letter to Hodapp, 18 U.S.C. § 713 prohibits the knowing manufacture,

reproduction and sale of any likeness (emphasis added) of the Presidential Seal except in those specific instances authorized by Federal law or by the Counsel to the President. I remain of the opinion that the emblem on Hodapp's T-shirts is prohibited by that statute.

Pursuant to § 1(g) of Executive Order No. 11649, your authority to authorize uses of the Presidential Seal is limited to approval "for exceptional historical, educational or newsworthy purposes." Hodapp's proposed use does not appear to fall within any of those categories. Accordingly, I recommend against "authorizing" the use of the Presidential Seal on Hodapp's T-shirts.

Attached for your review and signature is a letter to Hodapp rebutting her assertion of a John Rogers' "approval" of her T-shirts and explaining that it would be inconsistent with the provisions of Section 1(g) of Executive Order No. 11649 for you to authorize the use of the Presidential Seal on her T-shirts. The letter concludes by commenting that the enforcement of the statutory prohibitions against misuse of the Presidential Seal rests in the Justice Department. If Hodapp continues to market and sell these items, it is suggested that she contact Assistant Attorney General Stephen Trott.

cc: Richard A. Hauser

A

THE WHITE HOUSE

WASHINGTON

November 16, 1983

Dear Ms. Hodapp:

The enclosed solicitation for orders for "Reagan-Bush 1980-1988" T-shirts has recently come to my attention. That solicitation and the T-shirts being sold constitute unauthorized and impermissible uses of the Presidential Seal.

Federal law prohibits the knowing manufacture, reproduction and sale of any likeness of the Seal of the President of the United States except in those specific instances authorized by Federal law or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972). Hence, your manufacture and sale of T-shirts bearing the Presidential Seal is prohibited by Federal law.

Accordingly, I must recommend that you advise anyone responding to your solicitations or requesting to purchase the "Reagan-Bush 1980-1988" T-shirts that you are precluded by Federal law from providing them with such T-shirts at this time. If the Presidential Seal is removed from those T-shirts we would, of course, have no legal objections to the sale of such items, provided that the promotion of such T-shirts in no way indicated or suggested that these items had been endorsed by the President.

I regret to advise you of these matters; but I am confident you can understand why I am compelled to do so.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Ms. Nancy A. Hodapp
Executive Vice President
TPR, Inc.
Route One, Box 510-A
Hume, Virginia 22639

FFF:SMC:ph 11/16/83
cc: FFFielding
SMCooksey
Subject
Chron.

What did he think about it?

- saw occasionally
had drink
nice idea.

- check it out
eg. WHE.

JFR. / duped

→ can't use IT real
must check it out.

Wear it & Win!



... Look for the 1984 Convention Edition plus other special "TPR's" ...

Show your support early...

Wear a Winner Now!

BE A **VISIBLE** PART OF THE TEAM

Wear the official team "TPR"* of your party, candidate or special interest group ...

... and dress up your vote!

And to special order **other** team "TPR's", please call direct: (703) 684-8141 or (703) 435-5617.

••T-SHIRTS FOR PUBLIC RESPONSIBILITY, INC.

Wear the official "TPR" team T-shirt with emblem shown above by filling out the order form below ...

Return This Form With
CHECK or MONEY ORDER
payable to:

TPR, Inc.
T-Shirts for Public Responsibility, Inc.
Route 1, Box 510A
Hume, VA 22639

Please send my "TPR's" to:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

YES, I am part of the Team! Please rush me the following TPR order:

Traditional T-Shirt

Royal Blue w/full front

"TPR" Emblem (shown above) in gold
@ \$7.95 ea.

Golf Shirt

Navy

"TPR" Emblem (shown above) in gold
@ \$14.95 ea.

Youth

S (6-8), M (10-12) S, M, L, XL

Adult

Total Ordered _____

S, M, L, XL

Total Ordered _____

(VA Residents Add 4% Sales Tax)

Please include \$2.00 per shirt for postage and handling. You will receive your order within four weeks.

TPR, Inc. is not affiliated with any political campaign.

TPR, INC. BOX 510-A, HUME, VA 22639

YES, I am part of the team!
Rush me the following order:



SEND TO: Daytime Phone () _____
 Mr. First Name Middle Initial Last Name
 Mrs.
 Ms.
 Street or _____
 Box No. _____ Route _____
 City _____ State _____ Zip _____

Stock No.	How Many/Size	Color	Description	Amount
001	____ / S ____ / M ____ / L ____ / XL	Navy	Golf shirt (banded sleeve) w/left breast pocket size emblem as shown above (in gold) @ \$14..95 ea.	
002	Youth Adult ____ S ____ S (6-8) ____ M ____ M ____ L (10-12) ____ XL	Royal Blue	Traditional T-shirt w/full- front emblem as shown above (in gold) @ \$7.95 ea.	

Please make check or money order payable to:
TPR, INC., T-Shirts for Public Responsibility,
 Box 510-A, Hume, VA 22639
 You will receive your order within 4 weeks.
 Order by phone or special order other team
 "TPR's" 703/435-5617
 703/684-8141

Item Total _____
 4% Sales Tax
 for Virginia Residents _____
POSTAGE (UPS)
 Include \$2.00 per shirt
 for postage & handling _____
TOTAL _____

We Guarantee Satisfaction!
 T-SHIRTS FOR PUBLIC RESPONSIBILITY, INC.

TPR, INC. is not affiliated with any political campaign.

TPR, INC. BOX 510-A, HUME, VA 22639

YES, I am part of the team!
Rush me the following order:



SEND TO: Daytime Phone () _____
 Mr. First Name Middle Initial Last Name
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 Ms.
 Street or _____
 Box No. _____ Route _____
 City _____ State _____ Zip _____

Stock No.	How Many/Size	Color	Description	Amount
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 703/684-8141

Item Total _____
 4% Sales Tax
 for Virginia Residents _____
POSTAGE (UPS)
 Include \$2.00 per shirt
 for postage & handling _____
TOTAL _____

We Guarantee Satisfaction!
 T-SHIRTS FOR PUBLIC RESPONSIBILITY, INC.

TPR, INC. is not affiliated with any political campaign.

B



... Look for the 1984 Convention Edition plus other special "TPR's" ...

Show your support early...

Wear a Winner Now

BE
W

And to

Wear

Return
CHECK or

T-Shirts for Public
Route
Number

Please send

NAME _____
ADDRESS _____
CITY _____
STATE _____



PRESIDENT'S
TASK FORCE ON
VICTIMS OF CRIME

TPR, INC.

ROUTE ONE, BOX 510-A • HUME, VIRGINIA 22639 • (703) 435-5617 • (703) 684-8141

13 December 1983

The Honorable Fred F. Fielding
Counsel to the President
The White House
Washington, D.C. 20500

Dear Fred:

Thank you for your letter of November 16, receipt of which quite surprised me. I, of course, appreciate your courtesy in alerting me to the situation; and the gracious manner in which you did so.

Prior to authorizing the mass manufacture of our "Reagan-Bush 1980-1988" golf and T-shirts, I went to some pains to ensure we would not in any way be in violation of the rules concerning the use of the Presidential Seal, as I was very aware of such restrictions from my days at the White House. In addition to numerous inquiries, and also prior to their mass manufacture, I showed a sample of the shirt (with printed emblem) to John Rogers, Assistant to the President for Management and Administration, as I was under the impression from my White House days as well that he exercised the requisite authority with respect to use of the Presidential Seal and its reproduction on memorabilia items, etc.

During my conversation with John, I specifically asked whether the shirt's emblem resembled too closely in any way the Presidential Seal so as to risk its being considered a violation of the Seal's use. John advised it did not; that he personally did not object to -- even liked -- the emblem; and that he did not foresee there should be any objections to same. At no time did John suggest to me that he or his office lacked authority to approve (or disapprove, for that matter) the emblem design.

I recognize, now, that John's "approval" was less than formal or official, given that the authority for such is within your jurisdiction. But at the time, I frankly came away from our conversation believing I had sufficient White House approval that the emblem utilized

1983 DEC 20 AM 10: 02

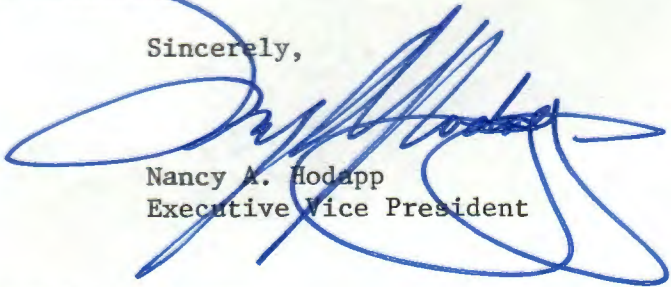
on the golf and T-shirts was not an impermissible use of a likeness or facsimile of the Presidential Seal. Furthermore, the emblem utilized on the shirts differs substantially from the Presidential Seal as the bordering, background to the eagle, wording (and lack of), etc. are very dissimilar. In fact, the only identifiable similarities are an American eagle (which as shown on our shirts is the standard such eagle used by many graphic artists, and use of which I was advised would not be a matter of copyright infringement) and a circle of stars (which differ in number and, obviously, significance to those on the Seal).

After receiving your letter, my partner and I have suspended to date further manufacture of the shirts. However, we do have inventory on hand and have incurred, personally, substantial marketing and distribution costs. Consequently, having reviewed the applicable rules and regulations with respect to this matter; and in view of the substantial differences between the emblem and the Presidential Seal; and in view of the circumstance that we acted in good faith, thought we had appropriate White House approval (from the White House office that coordinates use of the Seal); and in view of the circumstance that the latter assumption (though misconceived, admittedly, and general) was subsequently reinforced by the positive responses we received -- and are receiving still -- from White House Senior Staff members, I hereby respectfully request that you, as Counsel to the President, exercise your authority under Executive Order No. 11649 and authorize the utilization of the emblem by us in its present form.

I know that this may be an unusual request, and I will painfully, but certainly, understand should you be unable to honor such request. Nonetheless, I do believe that the equities, both in terms of the dissimilarities between the shirts' emblem and the Presidential Seal and my good faith attempts to get appropriate clearance, justify your authorizing an exception.

I would be pleased to discuss this matter with you or your staff (my telephone number is 684-8141). Thank you for your attention to and consideration in this matter.

Sincerely,



Nancy A. Hodapp
Executive Vice President

cc: The Honorable John F. W. Rogers

Name	Date
M Larson	9/30/8

PR014-09

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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

Name of Correspondent: Nancy A. Hodapp

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

Subject: "Reagan-Bush 1980-1988" T-shirts
and unauthorized use of the Presidential
Seal

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD
<u>CWHOLL</u>	<u>ORIGINATOR</u>	<u>831116</u>
	Referral Note:	<u>C 831116</u> DD
<u>CWAT17</u>	<u>D</u>	<u>831116</u>
	Referral Note:	<u>C 831116</u> DD
<u>CWFIEL</u>	<u>S</u>	<u>831110</u> <u>TH</u>
	Referral Note:	<u>A 831110</u> DD
		<u> 1 / 1 / </u>
	Referral Note:	<u> 1 / 1 / </u>
		<u> 1 / 1 / </u>
	Referral Note:	<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: L Individual Codes: 4200 1111 _____

Prime Subject Code: PR014-09 Secondary Subject Codes: PE 004 _____
CP014 _____
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:

- 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

November 16, 1983

190759 *cu*

Dear Ms. Hodapp:

The enclosed solicitation for orders for "Reagan-Bush 1980-1988" T-shirts has recently come to my attention. That solicitation and the T-shirts being sold constitute unauthorized and impermissible uses of the Presidential Seal.

Federal law prohibits the knowing manufacture, reproduction and sale of any likeness of the Seal of the President of the United States except in those specific instances authorized by Federal law or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972). Hence, your manufacture and sale of T-shirts bearing the Presidential Seal is prohibited by Federal law.

Accordingly, I must recommend that you advise anyone responding to your solicitations or requesting to purchase the "Reagan-Bush 1980-1988" T-shirts that you are precluded by Federal law from providing them with such T-shirts at this time. If the Presidential Seal is removed from those T-shirts we would, of course, have no legal objections to the sale of such items, provided that the promotion of such T-shirts in no way indicated or suggested that these items had been endorsed by the President.

I regret to advise you of these matters; but I am confident you can understand why I am compelled to do so.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Ms. Nancy A. Hodapp
Executive Vice President
TPR, Inc.
Route One, Box 510-A
Hume, Virginia 22639

FFF:SMC:ph 11/16/83
cc: FFFfielding
SMCooksey
Subject
Chron.

§ 713. Use of likenesses of the great seal of the United States, and of the seals of the President and Vice President

(a) Whoever knowingly displays any printed or other likeness of the great seal of the United States, or of the seals of the President or the Vice President of the United States, or any facsimile thereof, in, or in connection with, any advertisement, poster, circular, book, pamphlet, or other publication, public meeting, play, motion picture, telecast, or other production, or on any building, monument, or stationery, for the purpose of conveying, or in a manner reasonably calculated to convey, a false impression of sponsorship or approval by the Government of the United States or by any department, agency, or instrumentality thereof, shall be fined not more than \$250 or imprisoned not more than six months, or both.

(b) Whoever, except as authorized under regulations promulgated by the President and published in the Federal Register, knowingly manufactures, reproduces, sells, or purchases for resale, either separately or appended to any article manufactured or sold, any likeness of the seals of the President or Vice President, or any substantial part thereof, except for manufacture or sale of the article for the official use of the Government of the United States, shall be fined not more than \$250 or imprisoned not more than six months, or both.

(c) A violation of subsection (a) or (b) of this section may be enjoined at the suit of the Attorney General upon complaint by any authorized representative of any department or agency of the United States.

Added Pub.L. 89-807, § 1(a), Nov. 11, 1966, 80 Stat. 1525, and amended Pub.L. 91-651, § 1, Jan. 5, 1971, 84 Stat. 1940.

Historical Note

1971 Amendment. Catchline. Pub.L. 91-651 substituted "Use of likenesses of the great seal of the United States, and of the seals of the President and Vice President" for "Use of the great seal of the United States".

Subsec. (a). Pub.L. 91-651 redesignated existing provisions as subsec. (a), and, as so redesignated, expanded prohibition to include likenesses of the seals of the President and Vice President, and added to the enumerated list of prohibited uses for likenesses of the great seal of the United States and for the seals of the President and Vice President, use in posters, public meetings, or on any building, monument, or stationery.

Subsecs. (b), (c). Pub.L. 91-651 added subsecs. (b) and (c).

Effective Date of 1971 Amendment. Section 3 of Pub.L. 91-651 provided that: "The amendments made by this Act [amending this section] shall not make unlawful any preexisting use of the design of the great seal of the United States or of the seals of the President or Vice President of the United States that was lawful on the date of enactment of this Act [Jan. 5, 1971], until one year after the date of such enactment."

Legislative History. For legislative history and purpose of Pub.L. 89-807, see 1966 U.S.Code Cong. and Adm.News, p. 4408. See also, Pub.L. 91-651, 1970 U.S. Code Cong. and Adm.News, p. 5903.

EXECUTIVE ORDER NO. 11649

Feb. 16, 1972, 37 F.R. 3625, as amended by Ex.Ord.No.11916,
May 28, 1976, 41 F.R. 22031

REGULATIONS GOVERNING SEALS OF PRESIDENT AND
VICE PRESIDENT OF UNITED STATES

By virtue of the authority vested in me by section 713(b) of title 18, United States Code [subsec. (b) of this section], I hereby prescribe the following regulations governing the use of the Seals of the President and the Vice President of the United States:

Section 1. Except as otherwise provided by law, the knowing manufacture, reproduction, sale, or purchase for resale of the Seals or Coats of Arms of the President or the Vice President of the United States, or any likeness or substantial part thereof, shall be permitted only for the following uses:

(a) Use by the President or Vice President of the United States;

(b) Use in encyclopedias, dictionaries, books, journals, pamphlets, periodicals, or magazines incident to a description or history of seals, coats of arms, heraldry, or the Presidency or Vice Presidency;

(c) Use in libraries, museums, or educational facilities incident to descriptions or exhibits relating to seals, coats of arms, heraldry, or the Presidency or Vice Presidency;

(d) Use as an architectural embellishment in libraries, museums, or archives

established to house the papers or effects of former Presidents or Vice Presidents;

(e) Use on a monument to a former President or Vice President;

(f) Use by way of photographic or electronic visual reproduction in pictures, moving pictures, or telecasts of bona fide news content;

(g) Such other uses for exceptional historical, educational, or newsworthy purposes as may be authorized in writing by the Counsel to the President.

Sec. 2. The manufacture, reproduction, sale, or purchase for resale, either separately or appended to any article manufactured or sold, of the Seals of the President or Vice President, or any likeness or substantial part thereof, except as provided in this Order or as otherwise provided by law, is prohibited.

RICHARD NIXON

Library References

United States Code 5½.

C.J.S. United States § 8.

West's Federal Forms

Actions by United States or officers thereof, see §§ 1069 to 1072.

Preliminary injunctions and temporary restraining orders, matters pertaining to, see § 5271 et seq.

Sentence and fine, see § 7531 et seq.

§ 714. "Johnny Horizon" character or name

As used in this Act, the name or character "Johnny Horizon", means the representation of a tall, lean man, with strong facial features, who wears slacks and sport shirt buttoned to the collar (both green, when colored), no tie, a field jacket (red, when colored), boot-type shoes (brown, when colored) and who carries a backpack, which was originated by the Bureau of Land Management, United States Department of the Interior, as the official symbol for a public service antilitter program to maintain the beauty and utility of the Nation's public lands.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 16, 1983

SMC - Is this the Presidential Seal?

FOR: FRED F. FIELDING
FROM: SHERRIE M. COOKSEY *SMC*
SUBJECT: T-Shirts Emblazoned with the Presidential Seal

Attached, per our discussion, is a letter for your signature to Missy Hodapp regarding the use of the Presidential Seal on T-shirts she is marketing. The letter advises Hodapp that this is an impermissible use of the Presidential Seal and that we recommend that she advise all individuals ordering T-shirts from her that she cannot fill their orders so long as the Presidential Seal is used on the T-shirts and promotion thereof.

Attachment

This is a facsimile of the Presidential seal and the way Justice interprets § 713 is prohibited. Indeed, the only thing missing from the official seal is a border, ~~and~~ also it looks just like the seal on Presidential commissions, except for the stars in its border.
SMC 11/21

THE WHITE HOUSE
WASHINGTON

Kathy O'Leary wants to
know if she can help
the school -

MARGARET D. TUTWILER
Office of James A. Baker III
456-6797

Wear it & Win!



... Look for the 1984 Convention Edition plus other special "TPR's" ...

Show your support early ...

Wear a Winner Now!

BE A **VISIBLE** PART OF THE TEAM

Wear the official team "TPR"* of your party, candidate or special interest group ...

... and dress up your vote!

And to special order **other** team "TPR's", please call direct: (703) 684-8141 or (703) 435-5617.

*©T-SHIRTS FOR PUBLIC RESPONSIBILITY, INC.

Wear the official "TPR" team T-shirt with emblem shown above by filling out the order form below ...

Return This Form With
CHECK or MONEY ORDER
payable to:

TPR, Inc.

T-Shirts for Public Responsibility, Inc.
Route 1, Box 510A
Hume, VA 22639

Please send my "TPR's" to:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

YES, I am part of the Team! Please rush me the following TPR order:

Traditional T-Shirt

Royal Blue w/full front

"TPR" Emblem (shown above) in gold
@ \$7.95 ea.

Golf Shirt

Navy

"TPR" Emblem (shown above) in gold
@ \$14.95 ea.

Youth

S (6-8), M (10-12)

Adult

S, M, L, XL

Total Ordered _____

Total Ordered _____

S, M, L, XL

(VA Residents Add 4% Sales Tax)

Please include \$2.00 per shirt for postage and handling. You will receive your order within four weeks.

TPR, Inc. is not affiliated with any political campaign.

Wear it & Win!



... Look for the 1984 Convention Edition plus other special "TPR's" ...

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TPR, INC. BOX 510-A, HUME, VA 22639

YES, I am part of the team!
Rush me the following order:



SEND TO: Daytime Phone ()

Mr. First Name Middle Initial Last Name

Mrs.

Ms.

Street or Box No. Route

City State Zip

Stock No.	How Many/Size	Color	Description	Amount
001	___ / S ___ / M ___ / L ___ / XL	Navy	Golf shirt (banded sleeve) w/left breast pocket size emblem as shown above (in gold) @ \$14.95 ea.	
002	Youth Adult ___ S ___ S (6-8) ___ M ___ M ___ L (10-12) ___ XL	Royal Blue	Traditional T-shirt w/full-front emblem as shown above (in gold) @ \$7.95 ea.	

Please make check or money order payable to:
TPR, INC., T-Shirts for Public Responsibility, Inc., Box 510-A, Hume, VA 22639

You will receive your order within 4 weeks.
Order by phone or special order other team
"TPR's" 703/435-5617
703/684-8141

We Guarantee Satisfaction!

© T-SHIRTS FOR PUBLIC RESPONSIBILITY, INC.

Item Total	
4% Sales Tax for Virginia Residents	
POSTAGE (UPS) Include \$2.00 per shirt for postage & handling	
TOTAL	

TPR, INC. is not affiliated with any political campaign.

TPR, INC. BOX 510-A, HUME, VA 22639

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© T-SHIRTS FOR PUBLIC RESPONSIBILITY, INC.

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4% Sales Tax for Virginia Residents	
POSTAGE (UPS) Include \$2.00 per shirt for postage & handling	
TOTAL	

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*Wear it
& Win!*



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Golf Shirt

Navy
"TPR" Emblem (shown above) in gold
@ \$14.95 ea.

Youth

S (6-8), M (10-12) S, M, L, XL

Total Ordered _____

Adult

S, M, L, XL

Total Ordered _____

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**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**



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

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

Name of Correspondent: Doris M. Keating

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

Subject: Writes Michael Deaver requesting permission to use a ^{film} clip of Errol Flynn and Ronald Reagan for a movie of the week for CBS entitled "My Wicked, Wicked Way, The Legend of Errol Flynn"

ROUTE TO:		ACTION	DISPOSITION		
Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CULTOLL</u>		<u>ORIGINATOR</u>	<u>8312106</u>	<u>JW</u>	<u>C 831212 JW</u>
		Referral Note:			
<u>CWAT14</u>		<u>D</u>	<u>8312106</u>	<u>JW</u>	<u>C 831212 JW</u>
		Referral Note:			
<u>CWFIEL</u>		<u>I</u>	<u>831212</u>	<u>JW</u>	<u>C 831212 JW</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
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 Type of Response = Initials of Signer
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Comments: _____

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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 PR
PR 011 PP 012
PR 003.04 _____

PRESIDENTIAL REPLY

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

SIGNATURE CODES:

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

THE WHITE HOUSE

WASHINGTON

December 12, 1983

file

*DBW I don't
Advised the... like
idea of "recreated scene"
or the light in white Press
is portrayed. Reconsider
we turn down.
DBW will follow-up.*

FOR: FRED F. FIELDING

FROM: DAVID B. WALLER *DBW*

SUBJECT: Request from CBS to Use Errol Flynn and Ronald Reagan Scene in Television Movie of the Week

12/12

*Fred -
FYI after talking
to you I spoke
again w/ Bill
Sittman. We agreed
I would advise
CBS that this
is simply not the kind
of thing we would
approve.
I called
Doris Keating
at CBS + so
advised her.
She was most
cooperative.*

By letter of December 3, 1983 to Mike Deaver (Tab A), Doris Keating, Producer of CBS Entertainment, advised that she is producing a three hour movie of the week for CBS Entertainment entitled "My Wicked, Wicked Ways, The Legend of Errol Flynn." Keating states that:

In keeping with the flavor of camaraderie we experienced between Flynn and his buddies and co-stars, we have included a scene between Errol Flynn and Ronald Reagan during the shooting of "Dawn Patrol." The legal department at CBS requests that your office give us a written approval in response to this request to depict Mr. Reagan in this film.

Attached to Keating's letter is a copy of the script. Karen's note to you (Tab B) indicates that Mike would like us to draft a reply turning down the request.

*12/12
DBW*

Initially, I interpreted Keating's request as one for permission to include outtakes of Ronald Reagan and Flynn from the filming of "Dawn Patrol." As I mentioned in our staff meeting on Thursday, I intended to discuss with Roy Miller the rights to those outtakes to use as a basis for possible denial of the request. Although I have had a call in to Roy, I have not yet been able to speak with him. Because of the request by Keating for a response by December 10 and the difficulty I was encountering reaching Roy, we called Keating and advised her that we are considering the matter and will advise ASAP. I indicated I would attempt to provide our response by telephone later today.

file

Significantly, however, in the course of that conversation, Keating clarified her letter. The request is not for outtakes, but rather for permission to film two characters -- one depicting Ronald Reagan and one Flynn -- acting out the script. Given that, I know of no legal basis for denying the requested permission. In my opinion, our options are, therefore, to (1) indicate that we object to the proposed filming and prefer that they not do so, or (2) reconsider whether we should object to the request.

I contacted Bill Sittmann to determine whether he and Mike similarly misinterpreted Keating's letter. Bill checked with Mike and indicated that, given the clarification, Mike has no objection to the request.

With your concurrence, I intend to call CBS and telephonically express our lack of objection. We will follow up with a letter if necessary.

A

CBS ENTERTAINMENT

A Division of CBS Inc
CBS Fox Studios 4024 Radford Avenue
Studio City California 91604
(213) 760-5000

December 3, 1983

Mr. Michael K. Deaver
C/O Mr. Morgan Mason
The Hay Adams Hotel
800 16th Street
Washington, D.C. 20006

190947a

RE: "MY WICKED, WICKED WAYS, THE LEGEND OF ERROL FLYNN"

Dear Mr. Deaver;

I am currently producing a three hour movie of the week for CBS Entertainment entitled "My Wicked, Wicked Ways, The Legend of Errol Flynn". It is lively, fun-filled as well as accurate depiction of his life in Hollywood between 1935 and 1943. At that time he made several films co-starring Ronald Reagan. In keeping with the flavor of camaraderie we experienced between Flynn and his buddies and co-stars, we have included a scene between Errol Flynn and Ronald Reagan during the shooting of "Dawn Patrol". The legal department at CBS requests that your office give us a written approval in response to this request to depict Mr. Reagan in this film. Please note that we will be finished filming on December 16th so if this is amenable we request correspondence from you before December 10th in order to facilitate filming this scene.

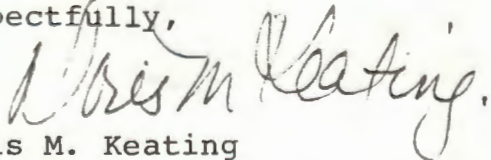
Enclosed is a copy of the current script and a copy of the scene we would like to shoot.

I would appreciate your prompt attention to this matter and hope that it is acceptable as it will prove to be a fun moment.

You may contact me at "My Wicked, Wicked Ways," production office the address is as follows:

"Wicked, Wicked Ways"
C/O Zoetrope Studio
1040 N. Las Palmas Building 24
Los Angeles, California 90038
213-469-8131 or 553-3037 (my home)

Respectfully,



Doris M. Keating
Producer

Encl.
Dk/hw

257 EXT. PACIFIC OCEAN - DAY 257

A high speed motor craft zooms within hailing distance of the Sirocco. SOMEONE yells through a megaphone.

SOMEONE
Ahoy, Sirocco. All is well,
with old J.L.

258 CLOSE ON FLYNN 258

At the helm. He emits a crooked grin, spins the tiller and heads for home. As the Sirocco gracefully turns the crew comes into focus. They are all young, scantily clad... and female!

259 EXT. WARNER STUDIO - DAY 259

In his convertible, Flynn drives up to a stage door marked:

"SANTA FE TRAIL"
NO VISITORS

He hops out quickly, enters.

260 INT. SOUND STAGE - DAY 260

Working set in background, but no activity as everything has come to a standstill. Flynn plops himself at the make-up table. MAKE-UP MAN begins working immediately.

MAKE-UP MAN
(smiling)
Welcome back, Errol.

FLYNN
Thanks, Sid.

Another ACTOR, also in uniform, is sitting with his back to CAMERA, reading Variety.

ACTOR
(chuckles)
Profitable cruise?

FLYNN
Very.

The both laugh.

(CONTINUED)

260 CONTINUED:

260

(In the background, we hear the Assistant proclaiming that Mr. Flynn is back on the set, so everybody should get to work, etc.).

ACTOR

You have it made, Flynn. I stayed away from work once in protest of something or other, and they recast me before I could even call my agent.

The both chuckle.

ACTOR

Had the last laugh, though. The picture was a bomb.

FLYNN

Bad?

ACTOR

Stinko!

ASSISTANT (o.s.)

(calling)

Mr. Reagan, please.

261 CLOSE ANGLE

261

The actor turns, and it is Ronnie.

ACTOR

Yeah...?

262 ANGLE ON ASSISTANT AND SET

262

ASSISTANT

Rehearsal, Ronnie.

263 BACK TO REAGAN AND FLYNN

263

Ronnie rises, shuffles off, CAMERA PANNING with him.

ACTOR

I hope before I die, I find an easier job somewhere.

Flynn grins into the make-up mirror.

B

THE WHITE HOUSE
WASHINGTON

12/6/83 - 3:30 pm



FFF:

per Bill Sittmann, MKD would like us to draft a reply for his signature turning down the attached request -- NOTE RESPONSE REQUESTED BY 12/10/83.

Thanks.

kkk

1983 DEC -8 PM 3:52

1933 DEC -6 PM 3:26

TO

FROM

THE WHITE HORSE
SPECIAL DELIVERY
1000 DOUGLAS ST
MONTREAL QUEBEC

RE

THE WHITE HORSE



REGISTERED
THE WHITE HORSE

NAME	DATE
Chris Cox	4/24/16

JV

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PR014-09

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

Name of Correspondent: Cliff Dudley

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

Subject: Requests permission to use a White House photograph of the President on the cover of a 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
<u>CWHOU</u>	ORIGINATOR <u>83/11/28</u>	<u>C 83/11/28</u> DDI
<u>CWATI8</u>	Referral Note: <u>D</u> <u>83/11/28</u>	<u>C 83/11/28</u> DDI
<u>CWFIEL</u>	Referral Note: <u>S</u> <u>83/11/28</u>	<u>FF A 83/11/28</u> DDI
	Referral Note: <u>see comment</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
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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

Nov 29 1983
 Comments: ## memo also to Herbert Elingwood attached forwarding
copy of Dudley's letter for his information

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: PR 014-09 Secondary Subject Codes: PR 005 FB 001
PR FB 002
B9003-04 _____

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

November 29, 1983

MEMORANDUM FOR HERBERT E. ELLINGWOOD
CHAIRMAN, MERIT SYSTEMS PROTECTION BOARD

FROM: FRED F. FIELDING *Orig. signed by FFF*
COUNSEL TO THE PRESIDENT

SUBJECT: Correspondence from Cliff Dudley,
New Leaf Press

I attach for your information only copies of a letter from Cliff Dudley of New Leaf Press, and our reply. Since Mr. Dudley mentioned you in his letter I thought you might be interested in the disposition of his request. As you will see, our established policies did not permit us to grant Mr. Dudley's request for permission to use a White House photograph of the President on the cover of a book New Leaf Press plans to publish.

FFF:JGR:aea 11/29/83

cc: FFFielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

November 28, 1983

Dear Mr. Dudley:

Thank you for your letter of November 10 to Diane Powers of the White House Photography Office. In that letter you requested permission to use a White House photograph of the President on the cover of a book to be published by your company.

I must advise you that it is established White House policy not to approve such use of White House photographs of the President. This policy is based on concern that the appearance of a White House photograph of the President on a book cover could convey the misleading impression that the President has endorsed or otherwise collaborated on the book. Accordingly, we cannot grant the permission you requested.

I trust you will understand the reasons we must adhere to this policy. Please be assured that our inability to grant you permission to use the White House photograph of the President as you requested is in no sense an adverse reflection on you or New Leaf Press.

Thank you for writing. I am sorry our response could not be more favorable.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Cliff Dudley
New Leaf Press
Post Office Box 1045
Harrison, Arkansas 72601

FFF:JGR:aea 11/23/83
bcc: FFFielding/JGRoberts/Subj/Chron

bcc: Herbert E. Ellingwood

THE WHITE HOUSE

WASHINGTON

November 28, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Request

Cliff Dudley, President of New Leaf Press, has written Diane Powers in the Photo Office to request permission to use a color photograph of the President, obtained from the Photo Office, on the cover of a book to be published by New Leaf Press. (White House photographs that have been released into the public domain are available for the asking.) The book, authored by David Lewis and tentatively titled "The Zero Year Curse," concerns "the death of so many of the Presidents who were in office during a Zero Year time."

It is my understanding that we try to discourage such use of photographs of the President, to avoid creating the impression that the President has endorsed or collaborated on the book. The President's photograph often appears on book covers, however, as it did on the cover of the Americans for the Reagan Agenda book, A Time for Choosing. There is little that we can do to actually prevent such use of photographs of the President. In this case, however, New Leaf Press has asked for our affirmative approval, which we should decline to provide, citing the usual concerns.

I would also note that the subject of the book appears to concern President Reagan only tangentially, and that the sloppiness of Dudley's letter suggests that the book itself may be less than a professional effort. A postscript to Dudley's letter notes that Herb Ellingwood "of the President's Council Office" is familiar with New Leaf Press and "could make explanation [sic] for us." I have not discussed this matter with Mr. Ellingwood.

Attachment

*Should we
clear up
this
issue?
→*

THE WHITE HOUSE
WASHINGTON

Date 11.30.83

Suspense Date _____

MEMORANDUM FOR: FFF

FROM: **DIANNA G. HOLLAND**

ACTION

- Approved
- Please handle/review
- For your information
- For your recommendation
- For the files
- Please see me
- Please prepare response for _____ signature
- As we discussed
- Return to me for filing

[Handwritten scribbles and signatures]

COMMENT

You originally sent back this letter to John who then prepared a memo to Ellingwood. Do you want the to also send the letter to Dudley? (Yes)
Would you sign the letter (Yes)

THE WHITE HOUSE

WASHINGTON

November 29, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Request

You will recall that Cliff Dudley of New Leaf Press asked permission to use a White House photograph of the President on the cover of a book he is publishing. I prepared a letter to Dudley for your signature declining to grant such permission. You asked, however, whether we should do anything with respect to the postscript to Dudley's letter, which noted that Herb Ellingwood was familiar with New Leaf Press.

I do not think we need touch base with Ellingwood before proceeding, since our letter simply applies our established policy and is not based on any peculiarity of New Leaf Press that Ellingwood might be in a position to illuminate or explain. We could advise Ellingwood of our disposition of Dudley's request as a courtesy, and I have attached a draft memorandum for this purpose.

Attachment

11-18-83

John -

Please see attached per our
phone conversation today.
Thanks!

Diane Powers
Photo of.
x6989

New Leaf Press

190983 *cu*

P.O. BOX 1045, HARRISON, ARK. 72601

November 10, 1983

Ms. Diane Powers
The WHITE HOUSE
Washington, D.C.

Dear Ms. Powers;

We have received the color photographs of President Regan that we requested from the White House and now are requesting permission to use it on the cover which tentatively be titled, "The Zero Year Curse," which is book written by Dr. David Lewis, a renound author in Springfield, MO., and very pro President Regan, in which basically he is calling the Nation to continue to pray for our President's safety.

The book deals with the death of so many of the Presidents who were in office during a Zero Year time. The book is in no way dishonoring to the President or would be an embarrassment. It will be well written and as I previously stated a book urging our people to pray for our President.

I trust that you will grant us immediate approval to use the photograph as we would like to go to press even before the holiday season.

Cordially Yours,

Cliff Dudley S.W.

Cliff Dudley
President
New Leaf Press

P.S. Mr. Herb Ellingwood of the President's Council Office is familiar with New Leaf Press and our integrity as we published a book of a close friend of his, "Nora Lam." I'm sure that if you would show him this letter, he could make explanation for us.

501-741-2514

PRO14-09
SMC

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

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

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

Name of Correspondent: K. David Byars

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

Subject: Seeks permission to reproduce and market a bust 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>CUHOLL</u>	<u>ORIGINATOR DD 83112109</u>	<u>C 83112120</u>
	Referral Note: _____	
<u>CUAT 17</u>	<u>D DD 83112109</u>	<u>C 83112120</u>
	Referral Note: _____	
<u>CUFIEL</u>	<u>S 83112120</u>	<u>FF A 83112120</u>
	Referral Note: _____	
	<u>1 1</u>	<u>1 1</u>
	Referral Note: _____	
	<u>1 1</u>	<u>1 1</u>
	Referral Note: _____	

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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
- DISPOSITION CODES:**
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 - 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: 4610 _____

Prime Subject Code: PR014-09 Secondary Subject Codes: AR _____
FB 001 _____
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
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- n - 6 - Ronald
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- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

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- n - 1 - Ronald Reagan - Nancy Reagan
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- 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

December 20, 1983

Dear Mr. Byars:

Thank you for your recent letter requesting legal permission to produce and market a bust of the President.

It is a matter of longstanding 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. Accordingly, I regret to advise you that we cannot grant permission for you to produce and market a bust of the President.

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 likeness in the manner you have described.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. K. David Byars
Post Office Box 4955
University, Alabama 35486

FFF:SMC:ph 12/20/83
cc: FFFielding
SMCooksey
Subject
Chron.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 20, 1983

FOR: FRED F. FIELDING
FROM: SHERRIE M. COOKSEY *SMC*
SUBJECT: Request for Authorization to
Reproduce and Market a Bust of President

K. David Byars, a student at the University of Alabama, was told by Lyn Nofziger to contact you to obtain a contract licensing him to reproduce and market a bust of the President. Byars says he wants to market this product through an organization of the President's choice.

Attached for your review and signature is the standard reply to letters such as this explaining that we will not authorize the use of the President's name, signature or likeness in any commercial ventures unless the venture is one in which he is personally involved or participates as President by virtue of historical precedent.

Attachment

P.O. Box 4955
University, Alabama 35486
December 5, 1983

Mr. Fred Fielding
White House Counsel
White House
Washington, D.C. 20500

191061 *cu*

Dear Mr. Fielding:

Enclosed is a copy of a letter I mailed to the White House and to my State Senators. As pointed out in the letter I am seeking a contract licensing me to reproduce and to market a bust of the President.

As indicated I am interested in marketing this product through an organization of the President's choice. I have been in contact with Mr. Lyn Nofziger and he referred me to you. If you can guide me in how to go about acquiring legal permission to produce a bust of the President I would greatly appreciate it.

Thank you very much for your time and I look forward to hearing from you soon.

Sincerely,

K. David Byars
K. David Byars

KDB/jch

1983 DEC -8 12 15: 30

800 DEC -8 PM 12:30

KDB/SCP

CLASSIFIED BY
K. Garry Rubin
DATE

GROUP 1 EXCLUDED

EXCLUDED FROM AUTOMATIC DOWNGRADING AND DECLASSIFICATION

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EXCLUDED FROM AUTOMATIC DOWNGRADING AND DECLASSIFICATION
EXCLUDED FROM AUTOMATIC DOWNGRADING AND DECLASSIFICATION

P. O. Box 4955
University, AL 35486
April 14, 1983

President Ronald Reagan
The White House
Washington, D. C.

Dear Mr. President:

My name is David Byars and I am a student at the University of Alabama. About six months ago I started a fund raiser for my engineering society (American Foundrymen's Society). The project involved producing a bronze casting of a bust of Paul "Bear" Bryant. With a sales team of about ten students we had an overwhelming response in sales.

This response lead me to believe a project such as this could be marketed on a much larger scale. At this time I am considering the possibility of producing a limited edition bronze bust of the President of the United States. I would like to see a percentage of the profits paid to the Republican Party, the reelection campaign, or some other organization of your choice.

Enclosed is a basic outline of the marketing scheme to be used and a brief description of the product. I understand the extreme importance of handling a matter such as this with decorum. Therefore, all marketing and advertising would be subject to approval by you.

After reviewing this material, please send me information on the licensing, contracting, legalities, etc., and whom I should contact for further correspondence.

Sincerely,

K. David Byars

cc: Honorable Jeremiah Denton

Enclosure

PRODUCT

The product will be a bronze bust of the President that will stand 8 inches tall and will be 4 inches wide. It will be produced by the investment casting process. Enclosed are some pictures of the Paul "Bear" Bryant bust that was used in the fund raiser.

MARKETING

Marketing will be concentrated in two main areas. First, will be direct mail. The direct mailing list will consist of strong party supporters. The initial mail out will be about twenty thousand pieces. Each piece will consist of a color brochure with basic product information and a form letter explaining how a percentage will go to the Republican Party. The second area will be major magazine advertising. Advertising spots will be purchased from major business weeklies.

The following is a sample breakdown of the distribution of funds:

Cost	30%
* Republican Party	10%
Gross Profit	60%

*Organization of President's choice

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PRO 14-09
PJR

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

Name of Correspondent: Carol L. Patterson

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

Subject: Excited about President's appearance
in bill board advertising Mansfield Beer

ROUTE TO:	ACTION	DISPOSITION		
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CWHOLL</u>	<u>ORIGINATOR</u>	<u>83112109</u>	<u>JW</u>	<u>C 83112109</u>
<u>CWAT09</u>	<u>Referral Note:</u>	<u>83112109</u>	<u>JW</u>	<u>C 83112109</u>
<u>CWAT09</u>	<u>S</u>	<u>83112109</u>	<u>JWPR</u>	<u>A 83112109</u>
	<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>			

ACTION CODES:

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
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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: At last!

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: 4000 _____

Prime Subject Code: PR014-09 Secondary Subject Codes: CO 167 PR016
CM 00301
BE00306

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

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

THE WHITE HOUSE

WASHINGTON

December 9, 1983

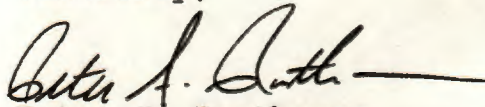
Dear Ms. Patterson:

Thank you for your November 26, 1983 letter to the President, concerning the use of his picture in a British advertising poster for the Mansfield Brewing Company.

I am glad that you enjoyed seeing the President's picture. You should know, however, that the White House did not supply the photograph used in this poster; nor did it grant "permission" for its use. We do have a strong policy against use of the President's name or photograph in any manner that suggests he endorses a given commercial product; in general, however, we have no legal basis for objecting to the use by others of publicly available pictures of the President, so long as it is not stated or suggested that he uses or endorses a product.

Again, I want to thank you for taking the trouble to write to the President. At the same time, though, I wanted to be sure you knew that the President does not personally endorse the products of Mansfield Brewing Company.

Sincerely,



Peter J. Rusthoven

Associate Counsel to the President

Miss Carol L. Patterson
22 Coventry Road
Lutterworth, Leicster
England LE174RB

Keep
Beautiful
Britain
Tidy



THE NATIONAL COUNCIL FOR
CLEAN AIR

He might be president
of the most powerful nation on earth...



... but he's never had a pint of Mansfield.

67

26 November 1983

F. Field
F. Field

191064 *cu*

Dear Mr. President,

I am a U.S. Citizen temporarily living in England.

I was really excited when I saw this billboard, and thought you may be interested.

There are now three billboards in the town of Leicester.

Sincerely,

Carol L. Patterson

1983 DEC -8 11 10-11

1983 DEC -8 AM 10:11

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PRO14-09

PJR

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

Name of Correspondent: Margaret Tutwiler

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

Subject: Forwards correspondence from Tony Campaign Foundation to Rebuild America, soliciting donations to rebuild the Statue of Liberty

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>CUHOLL</u>	<u>ORIGINATOR</u> <u>DD</u> <u>831214</u>	<u>C</u> <u>831222</u>
<u>CUAT09</u>	<u>A/D</u> <u>DD</u> <u>831214</u>	<u>C</u> <u>831222</u>
<u>CUFIEL</u>	<u>S</u> <u>831222</u>	<u>C</u> <u>831222</u>
	<u>Referral Note: See below</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
 - C - Comment/Recommendation
 - D - Draft Response
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- DISPOSITION CODES:**
- A - Answered
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 - C - Completed
 - S - Suspended

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

Comments: Dec 22 83 # letter to Tony Campaign and memo to Edward Schmults/DOJ for appropriate action

Keep this worksheet attached to the original incoming letter.
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 Always return completed correspondence record to Central Files.
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RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: D Individual Codes: 1110 _____

Prime Subject Code: PR014-09 Secondary Subject Codes: PA002
WE004
PR01412

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

December 22, 1983

MEMORANDUM FOR EDWARD C. SCHULTS
THE DEPUTY ATTORNEY GENERAL

FROM: FRED F. FIELDING *Orig. signed by F*
COUNSEL TO THE PRESIDENT

SUBJECT: Fundraising Letter Being Used by
the Foundation to Rebuild America

It was recently called to my attention that the Foundation to Rebuild America was soliciting donations to its "Statue of Liberty Restoration Fund" via the attached letter, which strongly suggests that the President is associated with this fundraising effort. A copy of the protest we have sent to the Foundation is also attached, as are copies of a similarly deceptive fundraising letter the Foundation sent last year and the resulting correspondence between the Foundation and our office.

Since the false suggestion of Presidential affiliation with the Foundation's solicitations seems rather blatant, and since the most recent letter is not the first problem of this sort we have experienced with this entity, I would greatly appreciate it if you could have someone familiar with mail fraud (and any other topics that may be relevant) take a look at these materials. While I am not sure yet whether we want to take more formal action, I would like to know the range of options that may be available in putting a stop to this kind of activity.

Thanks, as always, for your help.

Attachments

FFF:PJR:ph 12/22/83
cc: FFFielding
RAHauser
PJRusthoven
Subject
Chron.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 20, 1983

FOR: FRED F. FIELDING

FROM: PETER J. RUSTHOVEN *PR*

SUBJECT: Fundraising Letter Being Used by
the Foundation to Rebuild America

Margaret Tutwiler forwarded to our office a fundraising letter being used by the Foundation to Rebuild America, in which that entity all but states in terms that the President is supporting its efforts to raise money for restoration of the Statue of Liberty. Tutwiler reports that she checked with the Ellis Island Centennial Commission, which advised that it was aware of the Foundation but is not connected with its activities in any way.

This is not the first time this organization has used the President's name in its fundraising efforts. Last year, we sent a strong letter protesting a fundraising missive that stated that the President was "desperate" for help in his battle to declare a "National Day of Prayer" -- when in fact such days have routinely been proclaimed for many years. The organization replied that it would no longer use the President's name in this way, and would try to send a follow-up mailing explaining that he was not associated with its solicitation efforts. Copies of the earlier memoranda and correspondence on this matter are attached.

The present letter, however, is virtually identical to the former one in its deceptive implication of Presidential involvement. For example, it states that "President Reagan is desperate to rebuild the Statue of Liberty," while the enclosed "reply" form says "President Reagan is right in asking for private donations to rebuild the Statue of Liberty," and introduces the donation "check-list" with the phrase, "To help you, President Reagan and the Statue of Liberty[,] I am proud to make my maximum contribution of . . ."

Given our previous correspondence with this group and the fact that its present letter, in my opinion, borders on mail fraud in its use of the President's name to raise money, I think we should not only send a very sharp letter to the Foundation, but also pass this along to Ed Schmults with a request for a report on what enforcement or other options we may have in this situation. Dick Hauser, who has also reviewed these materials, agrees with this approach.

Fielding
Sherrin
I think we
had 2 prior
missives with
this group.
What a
strange
address!
See main
change

Accordingly, attached for your review and signature are a letter to Tony Campaigne (Executive Director of the Foundation and signer of the present fundraising letter), and an appropriate memorandum for Schmults attaching copies of earlier correspondence. Tutwiler is blind copied on the letter to Campaigne.

Attachments

cc: Richard A. Hauser

THE WHITE HOUSE

WASHINGTON

December 22, 1983

Dear Mr. Campaigne:

The enclosed letter and "reply" form that the Foundation to Rebuild America is using to solicit funds for its "Statue of Liberty Restoration Fund" has been called to my attention. These documents repeatedly refer to the President in a manner that is intended to and does convey the false impression that he supports and is affiliated with your fundraising efforts.

This is not the first time your organization has engaged in this misleading and wholly unauthorized practice. Last year, we protested another Foundation solicitation (purportedly to promote a "National Day of Prayer and Fasting") because of its factual inaccuracies and improper use of the President's name. A Mr. Jon Campaigne replied that use of the President's name would cease, and promised, when funds were available, to send a follow-up letter making it clear that the President was not involved in the Foundation's fundraising activities. Copies of this correspondence are enclosed; to our knowledge, however, no follow-up letter was sent -- though the Foundation now has sufficient funds to send the present solicitation.

While we are reviewing other appropriate responses to what appears to be a recurring problem, I wanted to advise you now that the Foundation's use of the President's name must cease, immediately. Further, we must insist that the Foundation immediately send a follow-up letter to all recipients of the "Statue of Liberty" solicitation, expressly stating that the President has not endorsed the Foundation's fundraising efforts and is not affiliated in any way with the Foundation or any of its activities. A copy of this follow-up letter should be sent to this office.

I shall look forward to your prompt reply.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Tony Campaigne
Executive Director
Foundation to Rebuild America
Washington, D.C. 20070-1013

Enclosures

FFF:PJR:ph 12/22/83
cc: FFFfielding
RAHauser
PJRusthoven
Subject
Chron.

THE WHITE HOUSE

WASHINGTON

December 20, 1983

Dear Mr. Campaigne:

The enclosed letter and "reply" form that the Foundation to Rebuild America is using to solicit funds for its "Statue of Liberty Restoration Fund" has been called to my attention. These documents repeatedly refer to the President in a manner that is intended to and does convey the false impression that he supports and is affiliated with your fundraising efforts.

This is not the first time your organization has engaged in this misleading and wholly unauthorized practice. Last year, we protested another Foundation solicitation (purportedly to promote a "National Day of Prayer and Fasting") because of its factual inaccuracies and improper use of the President's name. A Mr. Jon Campaigne replied that use of the President's name would cease, and promised, when funds were available, to send a follow-up letter making it clear that the President was not involved in the Foundation's fundraising activities. Copies of this correspondence are enclosed; to our knowledge, however, no follow-up letter was sent -- though the Foundation now has sufficient funds to send the present solicitation.

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I shall look forward to your prompt reply.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Tony Campaigne
Executive Director
Foundation to Rebuild America
Washington, D.C. 20070-1013

Enclosures

RF Sabj

THE WHITE HOUSE
WASHINGTON

July 26, 1982

Dear Mr. Campaigne:

Thank you for your response to my letter of July 12, 1982 to Mr. Schriefer of The Foundation to Rebuild America, concerning the fundraising letter the Foundation has been using.

I appreciate your assurances that the Foundation will no longer use that fundraising letter and intends to send a follow-up mailing clarifying that (a) the President has not endorsed and is not affiliated with the Foundation or its fund solicitation efforts, and (b) the President did declare National Days of Prayer in 1981 and 1982, a practice he intends to continue. As stated in my earlier letter, I would appreciate receiving a copy of this follow-up letter when it is sent.

I also want to clarify that the concerns that led to my earlier letter involved the misleading suggestion that the President had personally endorsed the Foundation and its fundraising drive, as well as the failure to point out that the President has in fact declared National Days of Prayer as stated above. As I stated, we simply cannot permit any private organization, whatever its motives, to use the President's name in fundraising efforts without authorization. This does not mean that the President necessarily opposes any such private organization, much less that he does not appreciate the support of concerned citizens and organizations. It simply means that such organizations may not, without authorization, state or suggest that they are acting on behalf of the President or the Administration in their fundraising and other activities.

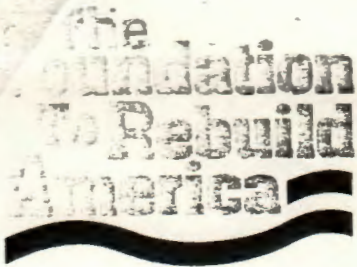
Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Jon Campaigne
Assistant Director
The Foundation to Rebuild America
758 Mast Road
Goffstown, New Hampshire 03045

FFF:PJR:sd 7/24/82
cc: FFFielding Subject
✓PJRusthoven Chron.



National Headquarters: 758 Mast Road, Goffstown, NH 03045 603-668-5400

July 16, 1982

089186 JW

Mr. Fred F. Fielding
Counsel to the President
White House
Washington, D.C.

Dear Mr. Fielding:

I received your letter of July 12 and I am very sorry to learn that the White House is disturbed with our efforts to try and establish a permanent Day of Prayer and Fasting.

If you wish us to cease our efforts you can rest assure we will, as we would do anything to help President Reagan in his efforts to turn our great country around.

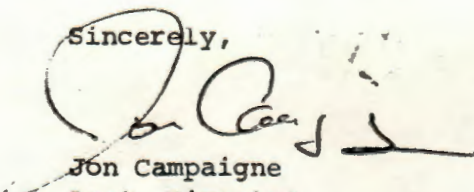
In addition we will be glad to make a follow up mailing to our members as you requested as soon as our funds permit it.

If we are guilty of anything it is our overexuberance and complete dedication to President Reagan and everything he stands for.

I am sorry if we have caused you any inconvenience and time out of your busy day that could be better used in advancing President Reagan's programs.

Once again we have stopped mailing the letter and we will comply with your request to make a mailing to our members as soon as we have the funds to do so.

Sincerely,



Jon Campaigne
Asst. Director

JC/naf

R/K Subj


MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 24, 1982

FOR: FRED F. FIELDING

FROM: PETER J. RUSTHOVEN 

SUBJECT: Further Correspondence re:
Fundraising Letter Being Used by
 "Foundation to Rebuild America"

As you will recall, earlier this month we sent a strong letter to an entity called "The Foundation to Rebuild America," which had been soliciting funds via a letter that virtually stated that the President had endorsed the Foundation, and referred to the President's "desperate" desire to declare a National Day of Prayer and Fasting, which was supposedly being thwarted by "Ted Kennedy" liberals. Our letter pointed out that the President had not endorsed the Foundation and had in fact declared a National Day of Prayer in both 1981 and 1982. A copy of our earlier letter is attached to the response from the Foundation, which we have now received.

That response states that the Foundation will, "as soon as [its] funds permit," send a follow-up mailing, as we requested, correcting the misstatements and misleading suggestions of its fundraising letter. The Foundation's response also states that it is "very sorry to learn that the White House is disturbed with our efforts to try and [sic] establish a permanent Day of Prayer and Fasting." In general, the tone of the response is apologetic.

I think we should send a short acknowledgement of our receipt of this response. In part, I think we need to underscore that we want to see a copy of the follow-up mailing when it is sent; and in part, I think we should clarify that the concerns expressed by our earlier letter involved the misleading and unauthorized suggestions that the President had endorsed the Foundation and its fundraising efforts, not that the President necessarily is "opposed" to any particular organization or its objectives. A proposed letter is attached for your review and signature.

Attachment

PRK Subj

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

July 10, 1982

FOR: FRED F. FIELDING
FROM: PETER J. RUSTHOVEN *PRK*
SUBJECT: Fundraising Letter Being Used by
the "Foundation to Rebuild America"

The National Association of Evangelicals forwarded to Morton Blackwell a fundraising letter being used by an entity called the "Foundation to Rebuild America," headed by a Mr. Henry C. Schriefer. The Evangelicals group expressed concern about the legitimacy of this letter, which states that the Foundation needs money to help the President, who is "desperate" to declare a "National Day of Prayer and Fasting" but is being opposed by "Ted Kennedy liberals," the ACLU and assorted "militant homosexuals, 'sex experts', pornography king pins and pro abortion fanatics." The letter does everything but state expressly that the President is personally associated with the Foundation and its goals.

Blackwell wrote the Evangelicals group, advising that he had never heard of the Foundation and that the President had not endorsed their efforts. Blackwell also pointed out that the President had in fact proclaimed National Days of Prayer in 1981 and 1982 and would surely continue to do so in future years. Finally, Blackwell forwarded the Foundation letter to us, suggesting that we might want to ask it to "cease and desist."

I wholeheartedly agree, and think we should do so by means of a very strong letter asking the Foundation to send a follow-up communication expressly stating that (a) the President in fact declared National Days of Prayer in 1981 and 1982, and (b) the President is not affiliated with the Foundation, and was not associated with the earlier letter and the Foundation's fundraising efforts generally. A proposed letter is attached for your review and signature, along with a short memorandum for Blackwell forwarding a copy of our response and thanking him for calling this matter to our attention.

Attachments

THE WHITE HOUSE

WASHINGTON

July 12, 1982

Dear Mr. Schriefer:

The fundraising letter you have been sending on behalf of the "Foundation to Rebuild America," which solicits money to aid the President in his supposedly "desperate" desire to declare a National Day of Prayer and Fasting, has recently been called to my attention. A copy of this letter is enclosed.

Regardless of whether the President may agree or disagree with the various statements in the letter on particular issues, we must insist in the strongest terms that you cease to use it. The letter virtually states, without justification or authorization, that the President has endorsed the Foundation, its positions and its fundraising drive -- none of which, as you know, is true. Further, the central premise of the letter is simply false, since the President did declare a National Day of Prayer in both 1981 and 1982 -- a practice that has not met significant opposition and will no doubt continue in the future. Given these misrepresentations and the fact that they were used in solicitation of money, we must also insist that you send a follow-up mailing to recipients of the initial letter, stating that the President is not affiliated with the Foundation, has not endorsed its fundraising efforts, and did declare National Days of Prayer in 1981 and 1982 and intends to continue doing so.

I will appreciate being advised by return mail of your compliance with the requests stated above, and receiving a copy of your follow-up mailing; otherwise, we will have to consider other appropriate action. I can understand your desire to support the President and his policies; I trust you can understand why we cannot countenance unauthorized use of the President's name, particularly in private fundraising efforts.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Henry C. Schriefer
Foundation to Rebuild America
Post Office Box 17403
Washington, D.C. 20041

FFF:PJR 7/10/82
cc: FFFielding
PJRusthoven
Subject
Chron

Enclosure

Henry C. Schriefer
Foundation to Rebuild America
P.O. Box 17403
Washington, DC 20041

Dear Fellow American:

In my next few sentences I will tell you why President Reagan is desperate to declare a National Day of Prayer and Fasting for America.

And after you read these sentences I will ask you to sign my National Pledge of Support for President Reagan in his most personal struggle to give America back its soul.

Hopefully by July 4th--on America's birthday--I will have 100,000 pledges of support from concerned Americans in support of President Reagan's gallant attempt to give America a National Day of Prayer and Fasting.

President Reagan knows that he needs your prayers to make America great again. But he also needs your Pledge of Support to give America a National Day of Prayer and Fasting.

For President Reagan faces the Ted Kennedy liberals in Congress and national pressure groups like the American Civil Liberties Union that oppose his National Day of Prayer and Fasting.

For reasons of their own they oppose a National Day of Prayer and Fasting.

That is why President Reagan needs your grassroots pro-American support in his crucial personal struggle.

Can you imagine what a political and religious avalanche you can create here in Washington by giving President Reagan your Pledge of Support?

Imagine: President Reagan has your Pledge and thanks to you wins his showdown with the Ted Kennedy liberals and groups such as the militant leftwing American Civil Liberties Union.

Imagine: President Reagan will declare a National Day of Prayer and Fasting and America will be on a path to a new foundation.

So please mail me your personal Pledge in the postage paid envelope I have enclosed.

Now I would just like to tell you why President Reagan is desperate to declare a Day of Prayer and Fasting.

On every front and at every turn militant homosexuals, "sex experts", pornography king pins and pro abortion fanatics are winning their battle against you and your family.

And they have been winning here in Washington because they are organized and we have been silent.

Brace yourself for what I am about to tell you is shocking and revolting.

Jean O'Leary is a militant lesbian. And has unbelievable as it sounds she was asked to set "guidelines" for all of our families.

O'Leary's plan for you and your children demands that:

"Lesbian clubs should be established in the schools"

"Schools should be provided books that portray the joys of women loving women"

"Schools should set up lesbian study programs"

And that is just the tip of the iceberg that President Reagan faces.

Militant homosexuals already have a plan to institute "alternative sexual lifestyles" in the public schools in San Francisco. And want to institute this plan for all children.

The Department of Education now tells children that masturbation is normal and healthy.

Planned Parenthood is working with schools nationwide to make abortions available to all teenage children--without even telling the young girls parents.

The Gay Alliance has received \$34,000 of your tax money to send speakers into schools so children can "learn" about homosexuality.

Forty-four liberal Congressmen banded together to fight for the "Gay Bill of Rights".

Angry? I am. And so is President Reagan.

For President Reagan knows that what the pornography merchants, abortionists, "sex experts", and drug peddlers are doing is nothing less than waging war against you and your family.

President Reagan remembers how it used to be in America: "One Nation Under God".

And I am convinced many of our problems with abortion, child pornography, drug addiction and immorality are because America has strayed from its early devotion to prayer.

America's Founding Fathers believed in prayer. For example, Abraham Lincoln believed so strongly in prayer that he declared April 30, 1863 as a National Day of Prayer and Fasting.

Do you think it's right that America is losing the fight to combat child pornography?

Do you think it's right to ban voluntary prayer from the classrooms of America and replace it with "sex education"?

Do you think abortion on demand is right?

President Reagan believes that we must restore our priceless Judeo-Christian heritage before it is lost forever.

We must restore the strong moral convictions of our forefathers.

All Americans need to take stock of themselves and come home to "One Nation Under God".

The longer America waits to come home to God, the harder it will be. And the greater the moral cost.

Our only hope is a return to the Godly convictions of America's founding fathers.

This is the same realization Abraham Lincoln came to when he wrote his Proclamation in 1863 for a National Day of Prayer and Fasting.

A day of Prayer and Fasting could be the beginning of America's rebirth.

Imagine: Thanks to President Reagan the churches in America are filled with millions of Americans giving thanks for God's bounty.

Imagine: Thanks to President Reagan millions of Americans can be given a new spiritual rebirth.

You can help President Reagan and America in three crucial ways:

1. Sign your Pledge of Support to President Reagan giving him your total support.
2. On the day President Reagan sets aside, take seven minutes to pray for the healing of our land.

"If my people shall humble themselves,
and pray, and seek my face,
and turn from their wicked ways;
then will I hear from heaven,
and will forgive their sin,
and will heal their land."

II Chronicles 7:14

3. Help the Foundation to Rebuild America pay for this crucial campaign for President Reagan and America.

Please join me in President Reagan's last chance to give America spiritual rebirth.

I cannot impress upon you enough how important our day of Prayer and Fasting really can be for our nation.

A day of Prayer was top priority with President Lincoln in 1863.

I truly believe America's only hope is a moral and spiritual rebirth.

I am sure President Reagan will declare by executive order a Day of Prayer and Fasting if he receives your petition and those of hundreds of thousands of other committed Americans.

Will you join me now in making your commitment?

There is no getting around it. It will cost a lot of money to present President Reagan with 100,000 Pledges of Support for a National Day of Prayer and Fasting.

I pray that you will be the one to rally around President Reagan and America.

Your petition and contribution are crucial to President Reagan's plan for a National Day of Prayer and Fasting.

The Foundation to Rebuild America has gone ahead and authorized an emergency budget of \$27,230 for printing, distribution of petitions, telephones and national news media alerts.

So please send the Foundation \$1,000, \$500, \$250, \$100 or \$50.

Or, if you can afford \$25, \$10 or \$5 please mail that today.

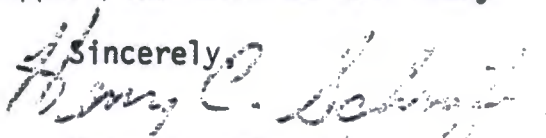
President Reagan needs your Pledge of Support and America needs your prayers.

Please don't let Ted Kennedy and the American Civil Liberties Union rob you of your vote for President Reagan.

And please don't let President Reagan down in his personal crusade to give America a Day of Prayer and Fasting.

The lines are drawn. The commitments made. Will you now stand with your President and the values that have made America great?

Please mail your Pledge of Support, and contribution today. Thank you.

Sincerely,


Henry C. Schriefer
Special Projects Director
Foundation to Rebuild America

P.S. Please send me your Pledge of Support to President Reagan for his campaign for a National Day of Prayer and Fasting. And please send your maximum contribution.

OFFICIAL PLEDGE OF SUPPORT TO PRESIDENT REAGAN

WHEREAS, America was founded and then blessed by God for we stood for Biblical values, and
WHEREAS, America is now in the grip of perversion, homosexuality, drug addiction and abortion, and

WHEREAS, America must turn toward God and His majestic blessing to survive,

NOW AND THEREFORE, I pledge my complete and total support to our gallant President Reagan to give America a National Day of Prayer and Fasting.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

REPLY TO HENRY C. SCHRIEFER

Mr. Henry C. Schriever
Special Projects Director
Foundation to Rebuild America
P.O. Box 17403
Washington, D.C. 20041

Dear Henry:

- I am honored to stand with President Reagan and sign my Pledge of Support for a National Day of Prayer and Fasting. I, like President Reagan, believe it is time to stand up for America and fight the homosexuals, abortionists, and pornography lobby in Washington.

I want a National Day of Prayer and Fasting that is why I am enclosing my maximum contribution to the Foundation to Rebuild America:

\$1,000 \$500 \$250 \$100 \$50 \$25 \$15 \$10

- I am proud to sign my Pledge of Support to President Reagan in demanding a National Day of Prayer and Fasting. And even though I can't make even a small contribution I am enclosing \$3.00 to the Foundation to Rebuild America to tabulate and distribute my pledge.

PLEASE MAKE CHECK PAYABLE TO THE FOUNDATION TO REBUILD AMERICA

THE WHITE HOUSE
WASHINGTON

MEMORANDUM FOR FRED FIELDING

FROM: MARGARET TUTWILER *MT*
DATE: DECEMBER 12, 1983
SUBJECT: FOUNDATION TO REBUILD AMERICA

191794 ac

The attached solicitation letter was recently brought to our attention by Mr. Kevin Campbell.

We called the Ellis Island Centennial Commission in New York to ask if the Foundation was connected to them in anyway.

They were aware of the group and said that it was in no way affiliated with the Ellis Island Centennial Commission. Additionally, they indicated that the White House had already asked the Foundation to Rebuild America to stop using the President's name.

Just passing this along, fyi.

Thank you.

REC DEC 13 14 3 18

1983 DEC 13 PM 2:16

REPLY TO TONY CAMPAIGNE

In DC - 745-7166

Tony Campaigne
Foundation to Rebuild America
Washington, D.C. 20070-1013

Dear Mr. Campaigne,

I am proud to join the "Statue of Liberty Resoration Fund's Honor Roll." The Statue of Liberty must be saved.

President Reagan is right in asking for private donations to rebuild the Statue of Liberty: FREE people must support freely their national symbols.

To help you, President Reagan and the Statue of Liberty. I am proud to make my maximum contribution of:

- | | | | |
|---------------------------------|--------------------------------|-------------------------------|-------------|
| <input type="checkbox"/> \$1000 | <input type="checkbox"/> \$100 | <input type="checkbox"/> \$20 | _____ Other |
| <input type="checkbox"/> \$500 | <input type="checkbox"/> \$50 | <input type="checkbox"/> \$15 | |
| <input type="checkbox"/> \$250 | <input type="checkbox"/> \$25 | <input type="checkbox"/> \$10 | |

Please make checks payable to Foundation to Rebuild America.

Name _____

Address _____

City _____ State _____ Zip _____

Telephone () _____

Tony Campaigne
Executive Director
Foundation to Rebuild America
Washington, D.C. 20070-1013

**Will You Help President Reagan
Save the Statue of Liberty?**



422-0496
212

In DC-745-
7166

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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.

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

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..

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.

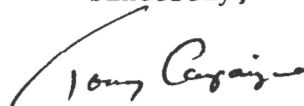
Or \$25, \$15, \$10 can help alot.

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,

A handwritten signature in black ink that reads "Tony Campaigne". The signature is written in a cursive style with a long, sweeping underline that starts under the first letter and extends across the entire name.

Tony Campaigne
Executive Director

Copies sent to Mary Loren 6-25-85

ID # 191754 CU

PR014-09

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

Dick & Peter

1 RIT
See me
he's checks
(C) under memo
by USA-X

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

Name of Correspondent: Anthony L. Campaigne

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

Subject: Follow-up on prior correspondence re: use of the President's name in conjunction with the "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>WHOU</u>	ORIGINATOR	<u>8410110</u> ^{JV} : <u>C8410117</u> ^{JV}
<u>CUAT09</u>	Referral Note: <u>A</u>	<u>8410110</u> ^{JV} : <u>C8410117</u> ^{JV}
<u>CUAT04</u>	Referral Note: <u>A</u>	<u>8410110</u> ^{JV} : <u>C8410117</u> ^{JV}
<u>CUFIEL</u>	Referral Note: <u>I</u>	<u>8410117</u> ^{JV} : <u>C8410117</u> ^{JV}
		<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
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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).
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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: _____ Individual Codes: _____

Prime Subject Code: _____ - _____ Secondary Subject Codes: _____ - _____
 _____ - _____
 _____ - _____

PRESIDENTIAL REPLY

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

SIGNATURE CODES:

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- 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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- 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**


MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 17, 1984

FOR: FRED F. FIELDING

FROM: PETER J. RUSTHOVEN 

SUBJECT: Continuing Correspondence about
Fundraising Letter Being Used by
the Foundation to Rebuild America

As you know, in December we sent a letter to Tony Campaigne of the "Foundation to Rebuild America" strongly protesting a fundraising letter for the Foundation's "Statue of Liberty Restoration Fund" that left the distinct impression that the President had endorsed the project. At the same time, we asked Ed Schmults if he could have someone take a look at whether the Foundation's actions had crossed the line in terms of possible mail fraud or other criminal provisions.

We have now received replies from both Campaigne and Schmults. The former says that his fundraising letter "did not in any way, say, infer [sic!] or imply that the President somehow supported our fundraising efforts" -- to which the appropriate one-word response is something that should not appear in Presidential records. Campaigne adds that he is folding the project, and will send to the Ellis Island Foundation a list of donors and "whatever net dollars" were generated.

Schmults reported that the Foundation is already the subject of an ongoing criminal investigation arising out of its solicitation activities -- which, given the two examples of such activities that have come to our attention, is not surprising. Schmults also forwarded memoranda previously prepared by the Office of Legal Counsel (and previously reviewed by our office) on misuse of the President's name.

Though I was less interested in re-reading these memoranda than in having Justice's views on whether this particular fundraising effort might constitute a criminal violation, the fact that the organization is already under investigation (evidently, as you noted, by the United States Attorney for the District of Columbia) is probably all we need to know, at this point. Unless you see something else our office should be doing, my inclination would be for us, at least, to let this matter rest until developments suggest otherwise. ✓

Let me know if you disagree; thank you.

cc: Richard A. Hauser



2812 Woodland Drive N.W., Washington, DC 20008 202-745-7166 Telex 904059 WSH

January 6, 1984

Mr. Fred F. Fielding
Counsel to the President
The White House
Washington, DC 20500

Dear Mr. Fielding:

In response to your letter of December 22, which I just received today, I would like to point out that the test mailing the Foundation to Rebuild America sent out in an effort to help raise money for the Statue of Liberty (on a very limited basis) did not in any way, say, infer or imply that the President somehow supported our fundraising efforts.

Since the Foundation to Rebuild America received your letter of July 26, 1982, I have been aware of your concern, and if you read a copy of the letter (which is enclosed) I think you will see that it says very clearly that the Statue of Liberty Restoration Fund was formed because President Reagan did not want Congress to pay for its restoration, but rather called on the American people to fund this project. The letter did not in any way state or infer that we were carrying out our "Statue of Liberty Restoration Fund" project in cooperation with the President or that he endorsed our efforts in any manner whatsoever.

In any case, because of the misunderstanding of my efforts, I have decided that it would be best for all concerned to take whatever net dollars and a complete list of the donors that resulted from the Statue of Liberty test and send them to the Ellis Foundation and then shut down the organization entirely.

The last thing I wished when I thought I might try and raise money to give to the Ellis Foundation was to anger them, you or anyone else.

Any audit of our books will show that I have never in any way profited personally from the Foundation to Rebuild America (by drawing for salary, etc.) nor has the organization even paid any office or overhead expenses.

This latest, and last effort in behalf of the Foundation to Rebuild America, believe it or not, was simply an effort on my part to help

1984 JAN -9 AM 9:56

The Foundation To Rebuild America

Mr. Fred F. Fielding
Page two

restore one of our nation's treasures, and I am confident that any investigation and review of the facts will bear this out.

If you or any member of your staff would like to go into this in greater detail, I would be more than happy to meet with you/them at your convenience and go through everything in much more detail in an effort to try and conclude this matter.

After this, I am sure you will agree that in this instance I did not knowingly engage in any misleading or unauthorized practice as you suggest.

Sincerely,



Antony L. Campaigne

ALC:msr

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.

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

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.

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.

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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.

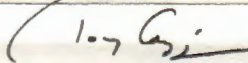
Or \$25, \$15, \$10 can help alot.

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 Campagne
Executive Director

THE WHITE HOUSE

WASHINGTON

December 22, 1983

MEMORANDUM FOR EDWARD C. SCHMULTS
THE DEPUTY ATTORNEY GENERAL

FROM: FRED F. FIELDING Orig. signed by FFF
COUNSEL TO THE PRESIDENT

SUBJECT: Fundraising Letter Being Used by
the Foundation to Rebuild America

It was recently called to my attention that the Foundation to Rebuild America was soliciting donations to its "Statue of Liberty Restoration Fund" via the attached letter, which strongly suggests that the President is associated with this fundraising effort. A copy of the protest we have sent to the Foundation is also attached, as are copies of a similarly deceptive fundraising letter the Foundation sent last year and the resulting correspondence between the Foundation and our office.

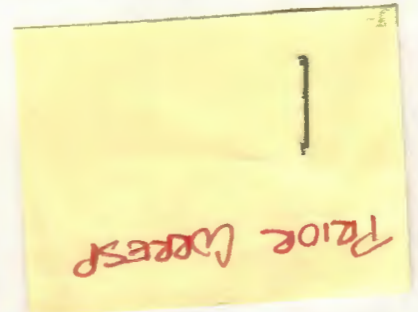
Since the false suggestion of Presidential affiliation with the Foundation's solicitations seems rather blatant, and since the most recent letter is not the first problem of this sort we have experienced with this entity, I would greatly appreciate it if you could have someone familiar with mail fraud (and any other topics that may be relevant) take a look at these materials. While I am not sure yet whether we want to take more formal action, I would like to know the range of options that may be available in putting a stop to this kind of activity.

Thanks, as always, for your help.

Attachments

FFF:PJR:ph 12/22/83

cc: FFFielding
RAHauser
PJRusthoven
Subject
Chron.



THE WHITE HOUSE

WASHINGTON

December 22, 1983

Dear Mr. Campaigne:

The enclosed letter and "reply" form that the Foundation to Rebuild America is using to solicit funds for its "Statue of Liberty Restoration Fund" has been called to my attention. These documents repeatedly refer to the President in a manner that is intended to and does convey the false impression that he supports and is affiliated with your fundraising efforts.

This is not the first time your organization has engaged in this misleading and wholly unauthorized practice. Last year, we protested another Foundation solicitation (purportedly to promote a "National Day of Prayer and Fasting") because of its factual inaccuracies and improper use of the President's name. A Mr. Jon Campaigne replied that use of the President's name would cease, and promised, when funds were available, to send a follow-up letter making it clear that the President was not involved in the Foundation's fundraising activities. Copies of this correspondence are enclosed; to our knowledge, however, no follow-up letter was sent -- though the Foundation now has sufficient funds to send the present solicitation.

While we are reviewing other appropriate responses to what appears to be a recurring problem, I wanted to advise you now that the Foundation's use of the President's name must cease, immediately. Further, we must insist that the Foundation immediately send a follow-up letter to all recipients of the "Statue of Liberty" solicitation, expressly stating that the President has not endorsed the Foundation's fundraising efforts and is not affiliated in any way with the Foundation or any of its activities. A copy of this follow-up letter should be sent to this office.

I shall look forward to your prompt reply.

Sincerely, -

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Tony Campaigne
Executive Director
Foundation to Rebuild America
Washington, D.C. 20070-1013

Enclosures

FFF:PJR:ph 12/22/83
cc: FFFielding
RAHauser
PJRusthoyen
Subject ✓
Chron.

copies sent to M. Sarsen 6-25-85

ID # 19/75.4 CU

PRO1409

Peter

USA-DC is under

JV

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

Name of Correspondent: Edward C. Schmults (Tony Campagna)

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

Subject: Solicitation by the 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>CUNOLL</u>	<u>ORIGINATOR</u>	<u>84.01.13</u>	<u>JV</u>	<u>C</u>	<u>84.01.17</u>
	Referral Note:	<u>cont. corresp.</u>			
<u>CWOT09</u>	<u>A</u>	<u>84.01.13</u>	<u>JV</u>	<u>C</u>	<u>84.01.17</u>
	Referral Note:				
<u>CWFIEL</u>	<u>I</u>	<u>84.01.17</u>	<u>JV</u>	<u>C</u>	<u>84.01.17</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:**
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Prime Subject Code: _____ - _____ - _____ Secondary Subject Codes: _____ - _____ - _____
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DSP	_____	Time: _____	Media: _____

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- n - 2 - Ronald Reagan
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- n - 5 - Ron Reagan
- n - 6 - Ronald
- 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**
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- S - Sealed**
- T - Telegram**
- V - Telephone**
- X - Miscellaneous**
- Y - Study**



U.S. Department of Justice
Office of the Deputy Attorney General

The Deputy Attorney General

Washington, D.C. 20530

MEMORANDUM

January 11, 1984

TO: Fred F. Fielding
Counsel to the President

FROM: Edward C. Schmults
Deputy Attorney General

SUBJECT: Solicitation by the
Foundation to Rebuild America

This is in response to your memorandum concerning solicitation by the Foundation to Rebuild America.

This organization has been the subject of a criminal investigation arising from its solicitations, which is currently ongoing. We will let you know the results of this investigation when it is completed.

As you may recall, the Office of Legal Counsel sent you in February, 1981, various materials relating generally to the law governing the promotional use of the President's name. I have enclosed a copy of these materials. Please let me (or Ted Olson) know if you are interested in an updated analysis of any of the legal questions raised in these materials.

Enclosures

1984 JAN 15 PM 3:51

1984 JAN 12 PM 3:21

5 FEB 1981

MEMORANDUM FOR FRED FIELDING
Counsel to the President

Re: Policy of the Carter Administration Regarding
the Protection of the President's Name, Picture,
and Seal

This responds to Mr. Bolton's telephone inquiry of January 27, 1981, concerning the policy of the Carter Administration regarding the protection of the President's name, picture, and seal.

This Office is not aware of the pertinent policies of the previous Administration. We therefor must limit our response to relevant advice we have given to the White House and in particular to the Counsel to the President.

Our advice has generally fallen into two areas: first, the enforcement of 18 U.S.C. § 713 which protects the seal of the President, and its implementing Executive Order No. 11649, as amended by Executive Order No. 11916, 18 U.S.C. § 713, note; and, second, the use of the President's name or likeness for promotional or deceptive purposes.

As regards the protection of the President's seal, we have cautioned your Office orally to be extremely careful in seeking to enforce § 713 by criminal or injunctive proceedings. Our files, in particular the antecedents of Executive Order No. 11916 and the documents supporting it, show that Presidents themselves have frequently given Presidential seals or facsimiles thereof to individuals for unauthorized purposes, or have tolerated technical violations of the statute or the Executive orders because prosecutions, especially of "respectable violators," would be too difficult or undesirable as a matter of policy. In those circumstances, the institution of criminal or injunctive proceedings against less favored persons could raise embarrassing implications of favoritism, retaliation or intimidation. This consideration, of course, would not apply to the use of the seal for deceptive purposes.

See, in this context, the attached memoranda from Assistant Attorney General Scalia to Associate Counsel Chapman, dated September 30, 1974; from Counsel to the President Buchen to Director Lynn, OMB, dated August 22, 1975; and from General Counsel Nichols, OMB, to Attorney General Levi, dated May 11, 1976.

As regards the second topic, we have advised the White House generally that no federal law restricts the use of the President's name or likeness as such. This would mean, e.g., that the use of the President's picture on souvenir items could not be prevented. On the other hand, remedies under the Federal Trade Commission Act and under State laws are available where the President's name or picture are used so as to imply that the President endorses, profits from, or is connected with, a product or that the communication involved is of an official nature. See attached memoranda from Assistant Attorney General Harmon to Associate Counsel Huron, dated May 3, 1977; and from Assistant Attorney General Katzenbach to Assistant Special Counsel to the President White, dated July 26, 1961.

We do not know whether and to what extent the recommendations made by this Office were followed.

Larry L. Simms
Acting Assistant Attorney General
Office of Legal Counsel

Attachments

JMH:JMH:sew

cc: FILES
Harmon
Hirschhorn ✓ Gauf

3 MAY 1977,

MEMORANDUM FOR THE HONORABLE DOUGLAS B. HURON
Associate Counsel to the President

Re: Promotional Use of the President's Name

This is in response to your memorandum of March 8, 1977, requesting our advice as to the possible legal remedies for promotional use of the President's name or likeness. From the letters enclosed, it appears that you are concerned with persons who seek to identify the President with a particular commercial product for promotional reasons, including trademark registration, and not with the vendors of pictorial material. The scope of this memorandum is accordingly limited to remedies for appropriation of the President's name for advertising or promotional purposes. Prior OLC memoranda on related subjects are attached for your convenience.

No federal law restricts the use of the President's name or likeness as such. Except for the law governing the registration of trademarks, limits on the commercial appropriation of an individual's name are primarily a matter of state law.

1. Federal registration of trademarks is governed by 15 U.S.C. § 1051 et seq. Section 1052 provides that:

No trademark shall be refused registration on the principal register on account of its nature unless it--

(a) Consists of or comprises . . . matter which may disparage or falsely suggest a connection with persons living or dead, institutions, beliefs, or national symbols, or bring them into contempt or disrepute . . .

* * *

(c) Consists of or comprises a name, portrait, or signature identifying a particular living individual except by his written consent

The Patent Office may apply this section and refuse registration on its own motion. E.g., Application of Continental Baking Co., 390 F.2d 747 (CCPA 1968). In addition, any person damaged by registration may object within 30 days of the publication of the proposed mark in the Official Gazette of the Patent Office. 15 U.S.C. § 1063. A registration which violates 15 U.S.C. § 1052(a) or (c) may be cancelled at any time on petition of a person who is damaged by its use. 15 U.S.C. § 1064(c). Findings of fact by the Patent Office on these issues are controlling unless overcome on judicial review by evidence "which in character and amount carries thorough conviction." Redken Laboratories, Inc. v. Clairol, Inc., 501 F.2d 1405 (C.A. 9, 1974). Resort to the trademark law is therefore available for the purpose of preventing or cancelling the registration of trademarks using the President's name or likeness.

2. The Federal Trade Commission may have the power to prevent the commercial use of the President's name in some circumstances. Section 5 of the Federal Trade Commission Act, as amended, 15 U.S.C. § 45 (Supp. V 1975), authorizes the Commission to prevent "unfair and deceptive practices" in commerce, and it is well settled that this includes the power to prohibit deceptive or misleading advertisements. 1/ An advertisement is considered misleading if it creates a false impression of the source of the product or it implies a non-existent endorsement. 2/ The general rule is that "the public is entitled to get what it chooses, even though the choice may be dictated by caprice or by fashion or perhaps by ignorance." FTC v. Algona Lumber Co., 291 U.S. 67, 78 (1934). Furthermore, the FTC con-

1/ E.g., Resort Car Rental System v. FTC, 518 F.2d 962 (1975); FTC v. Sterling Drug Inc., 317 F.2d 669 (C.A. 2, 1963); Aronberg v. FTC, 132 F.2d 165 (C.A. 7, 1942). See generally FTC v. Colgate-Palmolive Co., 380 U.S. 374 (1965).

2/ FTC v. Royal Milling Co., 288 U.S. 212, 216-17 (1933); Miresk Industries v. FTC, 278 F.2d 337, 341 (C.A. 7, 1960); Howe v. FTC, 148 F.2d 561 (C.A. 9, 1945).

siders the effect of the entire advertisement on the buying public as a whole, including "the ignorant, the unthinking, and the credulous," in determining whether it is misleading. 3/ The Commission may find the total effect misleading, because incomplete or out of context, even if every statement made is literally true. 4/

Under these principles, the FTC could probably prohibit the use of advertisements, labels, or trade names which implied that the President endorsed, profited from, or was connected with the sale of a particular product. The breadth of the test for misleading effect, coupled with the prestige of the Presidency and President Carter's well-known background, would probably allow the Commission to eliminate most of the attempts to attach the President's name to peanuts and peanut products. 5/

3. We have reviewed our memorandum of July 26, 1961 (Attachment A), which outlined the state remedies for unconsented use of an individual's name or likeness in advertising, and we find that it remains an accurate statement of the state law. The subsequent expansion of the First Amendment to limit the states' power to pro-

3/ Aronberg v. FTC, 132 F.2d 165, 167. (C.A. 7, 1945).

4/ FTC v. Sterling Drug, Inc., 317 F.2d 669, 674-75 (C.A. 2, 1963); P. Lorillard & Co. v. FTC, 186 F.2d 52, 58 (C.A. 4, 1950).

5/ It should be noted that the FTC has exclusive jurisdiction to enforce the Act. Alfred Dunhill Ltd. v. Interstate Cigar Co., Inc., 499 F.2d 232 (C.A. 2, 1974); Holloway v. Bristol-Meyers, Inc. 485 F.2d 986 (C.A. D.C., 1973); Carlson v. Coca-Cola Co., 483 F.2d 279 (C.A. 9, 1973); see Moore v. New York Cotton Exchange, 270 U.S. 493, 603 (1926).

tect the privacy of public figures and to regulate commercial advertising do not appear to affect the states' power to prevent the unconsented appropriation of an individual's name for advertising purposes. 6/

John M. Harmon
Acting Assistant Attorney General
Office of Legal Counsel

6/ The First Amendment protects the publication of information about public figures against state defamation or privacy law unless the publication was with actual knowledge of or reckless indifference to its falsehood. Time, Inc. v. Hill, 385 U.S. 374 (1967); New York Times Co. v. Sullivan, 376 U.S. 254 (1964). Last term, the Supreme Court held that the First Amendment also protects the right to publish and to receive truthful commercial advertising of lawful activities. Virginia State Board of Pharmacy v. Virginia Citizens Consumer Council, Inc. 425 U.S. 748, 769-70, 773 (1976). See also Bixelow v. Virginia, 422 U.S. 825-26 (1975). The Court was careful to state, however, that it saw no obstacle in its opinion to the regulation of deceptive or misleading advertising. Id. at 771-72. See also 425 U.S. at 775-81 (Stewart, J. concurring).

THE WHITE HOUSE
WASHINGTON

March 8, 1977

RECEIVED
MARCH 10 5 20 PM '77
OFFICE OF LEGAL COUNSEL

MEMORANDUM TO: JOHN HARMON
Acting Assistant Attorney General
Office of Legal Counsel

FROM: DOUG HURON *DH*
Associate Counsel to the President

RE: Promotional Use of the
President's Name

The attached correspondence suggests that certain individuals or companies may be attempting to use the President's name to promote their own products. In some cases, they may do this through a trademark registration procedure; in other cases, it may be done less formally, e.g., simply through advertising.

Assuming we wanted to stop the use of the President's name in a particular case, what legal remedies, if any, are available?

There is no need to expedite consideration of this question; just let me have a reply at your convenience.

Handwritten notes and signatures at the bottom of the page, including a signature that appears to be "John Harmon".

~~NDEBK:HS:100~~

4 JUL 26 1961

cc: Files
7 Mr. Katzenbach
Mr. Saloschin
Mrs. Copeland

4
4
4

MEMORANDUM FOR THE HONORABLE LEE C. WHITE
Assistant Special Counsel to the President

Re: Legal basis for prohibiting use of President's
name or picture for commercial purposes.

int
7/26

Attached hereto, in response to the request contained in your memorandum of July 12, 1961, is a memorandum on the above subject. The memorandum concludes that there may be a legal basis for judicial relief against commercial use of the President's name or likeness, on the theory of an invasion of the right of privacy, rights of intangible property in name or face, or similar tort concepts, but that relief would depend chiefly on the particular facts as to the commercial use and on the law of the particular states applicable to such facts.

We do not discuss the question whether, assuming legal relief to be available, it would be appropriate for the President to pursue it. That, too, would depend upon particular facts, but there are obvious reasons for the President to avoid, while President, any resort to court in a private capacity. Legislation to prohibit such commercial usage would be a far preferable solution.

4 Nicholas deB. Katzenbach
Assistant Attorney General
Office of Legal Counsel

4 MEMORANDUM

4 Re: Legal basis for prohibiting use of President's name or picture for commercial purposes.

We believe that there may be a legal basis, under the law of certain states, for stopping the use for commercial purposes of the President's likeness, name, or photograph. In general, remedies for such use, consisting of civil damages or an injunction, might be sought upon the basis of the so-called right of privacy, or of the intangible property rights of an individual in his own name and likeness. These rights are afforded legal protection against certain forms of invasion under decisions or statutes in roughly half of the states, most of the remainder having thus far remained silent in this growing and still somewhat amorphous field of law. 1/

While it has been declared that when a person becomes famous or enters public life he sacrifices all or most of his legally enforceable rights of privacy, such sacrifices are likely to be found by the courts where a plaintiff's purely personal interest in being left alone is invaded by a publication or use having some news interest to the public. 2/ Where, instead, the invasion consists of a clear and grossly commercial use of a plaintiff's name or picture, perhaps involving elements of misappropriation or misrepresentation in the advertising or sale of products, persons who are well known have been able to obtain judicial protection of their "right of privacy" or of related "property" interests in face

44/ ##FNI
1/ See generally discussions and authorities in Ettore v. Philco Television Broadcasting Corporation, 229 F. 2d 481 (3rd Cir. 196); 41 Am. Jur., Privacy §§ 1-35. In New York, one of the few states with a statute on this subject, criminal as well as civil relief is provided. New York Civil Rights Law, §§ 50, 51.

44/ 2/ See Sidis v. F-R Publishing Corporation, 113 F. 2d 806, 138 ALR 15 (2d Cir. 1940) and annotation at 138 ALR 58.

or name. Thus, protection has been given to Thomas A. Edison the inventor, ^{3/} to the famous Hollywood dress designer Adrian, ^{4/} and to a prominent Kentuckian Senator J. P. Chinn. ^{5/}

Whether protection would be available to the President against commercial use of his name or picture would probably depend upon the facts of the particular use and upon the particular states under whose law such facts would have to be appraised.

44/ ^{###FN3}
3/ Edison v. Edison Polyform & Mfg. Co., 73 N.J. Eq. 136, 67 A. 392 (Chancery 1907) (use of plaintiff's name and picture on label of patent medicine enjoined.)

44/ ^{###FN4}
4/ Adrian v. Waterman, 121 App. Div. 81, 118 N.Y.S. 2d 121 (1st Dept. 1952), affirmed 306 N.Y. 771, 118 N.E. 2d 477 (1954) (use of plaintiff's name on perfumes held violation of statutory right of privacy).

44/ ^{###FN5}
5/ Foster Milburn Co. v. Chinn, 134 Ky. 434, 120 S.W. 364 (1909) (use of plaintiff's name, picture and false testimonial to advertise Doan's Kidney Pills held illegal, but judgment for damages reversed for procedural error).

THE WHITE HOUSE

WASHINGTON

December 22, 1983

Dear Mr. Campaigne:

The enclosed letter and "reply" form that the Foundation to Rebuild America is using to solicit funds for its "Statue of Liberty Restoration Fund" has been called to my attention. These documents repeatedly refer to the President in a manner that is intended to and does convey the false impression that he supports and is affiliated with your fundraising efforts.

This is not the first time your organization has engaged in this misleading and wholly unauthorized practice. Last year, we protested another Foundation solicitation (purportedly to promote a "National Day of Prayer and Fasting") because of its factual inaccuracies and improper use of the President's name. A Mr. Jon Campaigne replied that use of the President's name would cease, and promised, when funds were available, to send a follow-up letter making it clear that the President was not involved in the Foundation's fundraising activities. Copies of this correspondence are enclosed; to our knowledge, however, no follow-up letter was sent -- though the Foundation now has sufficient funds to send the present solicitation.

While we are reviewing other appropriate responses to what appears to be a recurring problem, I wanted to advise you now that the Foundation's use of the President's name must cease, immediately. Further, we must insist that the Foundation immediately send a follow-up letter to all recipients of the "Statue of Liberty" solicitation, expressly stating that the President has not endorsed the Foundation's fundraising efforts and is not affiliated in any way with the Foundation or any of its activities. A copy of this follow-up letter should be sent to this office.

I shall look forward to your prompt reply.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Tony Campaigne
Executive Director
Foundation to Rebuild America
Washington, D.C. 20070-1013

Enclosures

FFF:PJR:ph 12/22/83
cc: FFFielding
RAHauser
PJRusthoven
Subject
Chron. ✓

THE WHITE HOUSE
WASHINGTON

December 22, 1983

MEMORANDUM FOR EDWARD C. SCHMULTS
THE DEPUTY ATTORNEY GENERAL

FROM: FRED F. FIELDING Orig. signed by FFF
COUNSEL TO THE PRESIDENT

SUBJECT: Fundraising Letter Being Used by
the Foundation to Rebuild America

It was recently called to my attention that the Foundation to Rebuild America was soliciting donations to its "Statue of Liberty Restoration Fund" via the attached letter, which strongly suggests that the President is associated with this fundraising effort. A copy of the protest we have sent to the Foundation is also attached, as are copies of a similarly deceptive fundraising letter the Foundation sent last year and the resulting correspondence between the Foundation and our office.

Since the false suggestion of Presidential affiliation with the Foundation's solicitations seems rather blatant, and since the most recent letter is not the first problem of this sort we have experienced with this entity, I would greatly appreciate it if you could have someone familiar with mail fraud (and any other topics that may be relevant) take a look at these materials. While I am not sure yet whether we want to take more formal action, I would like to know the range of options that may be available in putting a stop to this kind of activity.

Thanks, as always, for your help.

Attachments

FFF:PJR:ph 12/22/83

cc: FFFielding
RAHauser
PJRusthoven
Subject ✓
Chron. ✓

back-up.

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Copies sent to M. Garsen 6-25-85

Main body of faint, illegible text, likely the primary content of the document.

Faint text at the bottom of the page, possibly a signature or footer.