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Last Updated: 04/28/2023

Helene Curtis Industries, Inc. 325 N. Wells Street Chicago, Illinois 60610 Telephone 312-661-0222

Gerald Gidwitz Chairman of the Board

Mr. Robert C. McFarlane The White House Washington, DC 20005

Dear Mr. McFarlane:

July 16, 1985

I want to thank you for your July 6 letter.

I have long been a student of what the Communists have been doing to the free world, even entering into a debate with a "liberal" University of Chicago professor 20 years ago, and participating in a panel discussion against "liberals" at a Brown University commencement during the few weeks immediately after the Kent State shooting, that started so much trouble on our campuses.

I am particularly concerned about the United States inability to handle the terrorist problem. It seems that people have forgotten that many years ago there were Barbary pirates who preyed on shipping and when they seized an American, one of our warships anchored off the North African Coast sent a message ashore that either our citizen came back alive or the head pirate would be brought out dead.

According to an article I read a week or so ago, there are sixty-six known terrorist training camps in the Middle East, with 20 in Syria, a number in Iran and 20 or more in Libya. The sponsoring countries have declared war on the United States and its citizens and seem to believe they can do it with impunity. The President of the United States makes strong statements, then in the eyes of the terrorists and the rest of the world, we do nothing. Preemptive strikes are recognized as legitimate when there is a clear danger. We have permitted our defenses to deteriorate to such an extent that with terrorist activities sponsored and financed by the Soviets, we're not in a position to do anything about the Soviets. However, it seems to me that the time has come to do something against the most active and the most blatant of the terrorist countries.

I would suggest a simultaneous strike against every terrorist camp in the Middle East (and in Cuba). This should be done at the same time the President is on radio demanding the return of the seven U.S. citizens that are held captive in the Middle East. In that way the terrorist camps will not be forewarned and the trainers and the soon-to-be graduate trainees will be destroyed.

N

Mr. Richard C. McFarlane July 16, 1985 Page 2

If that does not produce the captives then we should bomb the headquarters of the governments, with the hope of changing the administration. An accurate conventional guided missile might knock off Castro, Khadaffi and Khomeini.

I am sure that our State Department would be against any kind of retaliation or strike as described above for spurious reasons that have no validity whatsoever.

The people who are involved in terrorism have no respect for anything other than force. As long as they've declared war on us, we should accept the fact that we're at war and start fighting. Most of our citizens will welcome such an act, particularly if it's clearly stated on radio and TV that the only way to stop terrorism is to eliminate the terrorists at their sources.

I have discussed this idea with a number of people and no one had any objection to the program. In a phone discussion with the manager of a business in a small town in Illinois, I was told that the mood in the town was such that the program would be welcomed with enthusiasm.

I suppose it is too much to expect the administration to be bold and do this. The President is not going to run for another term and almost every legislator is thinking of the next election and won't condone anything unless they are almost forced into it by the voters.

Sincerely,

Gerald Gidwitz

P.S. Since dictating this I have brought up this subject with a half dozen more people. So far there have been no objections. One person, rightly said that it is possible that this act might result in attacks against many of our citizens traveling abroad. This is true -- but the attacks are taking place with increasing frequency and might be a greater deterrent to attacks than any other plan we could devise.

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USSR

GIDWITZ, GERALD

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KEYWORDS: DEFENSE POLICY

SUBJECT: LTR TO PRES FM GIDWITZ RE BOOKLET

MCFARLANE

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THE WHITE HOUSE

WASHINGTON

July 6, 1985

Dear Mr. Gidwitz:

JV]

On behalf of the President, let me thank you for your booklet "You Are The Victim in a Giant Chess Game."

It is particularly pleasing to note that you have made distribution of your comments to every member of Congress. It is my hope that the continued efforts by you and others committed to this nation's security will help maintain the vigilance necessary to deal with the Communist threat to democracy in Latin America. The recent successful vote for humanitarian funding for the freedom fighters struggling against the Sandinistas is a welcome sign. Keep the faith!

With best wishes, tarta Robert C. McFarlane

Mr. Gerald Gidwitz 325 North Wells Street Chicago, IL 60610

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NATIONAL SECURITY COUNCIL

ACTION

June 25, 1985

MEMORANDUM FOR ROBERT C. MCFARLANE

FROM:

CHRISTOPHER M. LEHNAN

SUBJECT: Letter to the President from Gerald Gidwitz

Attached at Tab II is a letter and enclosed booklet from Mr. Gerald Gidwitz, a long time supporter of the President.

His enclosed booklet is a short and persuasive statement on the threats we face and the need for a strong defense.

Because of Mr. Gidwitz's past support and because the President might find Mr. Gidwitz's booklet informative and useful, we have drafted a proposed reply to be signed by you at Tab I.

RECOMMENDATION

That you sign the reply attached at Tab I.

Approve

Disapprove ____

Attachments Tab I Letter to Mr. Gerald Gidwitz for signature Tab II Incoming letter and enclosure GERALD GIDWITZ 325 NORTH WELLS STREET CHICAGO, ILLINOIS 60610

April 26, 1985

The President The White House Washington D. C.

Attention: Jeanne Hyde

Dear President Reagan:

I am enclosing a copy of a booklet headed 'You Are The Victim In A Giant Chess Game'. You will notice on the inside front cover that I make a statement that the Soviets have a reputation of helping its friends enough to win, and the United States has earned the reputation of helping its friends enough to lose. This is what is taking place in the Congress by first watering down the assistance to the Contras and to the government of El Salvador and lastly, voting down any assistance at all last week.

The booklet shows the history of the progress of the Communists and in fact outlines how their conquest speed is accelerating.

Bill Giemer of the Jamestown Foundation in Washington has just arranged for a distribution of the booklet to all the Congressmen and is having the Congressmens foreign affairs aids urged to read it in an effort to help change the attitude of the Congress towards helping the Contras.

I was told by Dick Allen that this is the best publication he has seen on this type of thing. Even though it was written five years ago, it is still pertinent. I hope that you can use the booklets which should now be in the hands of all the Congressmen in your lobbying effort.

Sincerely,

Gerald Gidwitz

Enclosure

You are the victim in a giant chess game...



and you are losing fast.

Comments on defense by Gerald Gidwitz

We all would like to live in a peaceful world.

When World War I, World War II, and the Korean War started, each time it took us two years to field an army.

Today we face an avowed enemy who has the largest and most deadly armed force the world has ever seen. The USSR is still building that force as fast as it can.

It has the most extensive terrorist and guerrilla networks and the most sophisticated propaganda machine that ever existed.

It has demonstrated its willingness to use its own troops or the troops of its allies anywhere in the world.

The free world is now partly intimidated or totally intimidated. The USSR is trying with all its tools to gain hegemony over the world as the events in Lebanon, Afghanistan, Africa, Vietnam, and Central America prove.

The Soviets have a reputation of helping its friends enough to win. The United States has earned the reputation of helping its friends enough to lose.

We can stop the destruction of the free world only by:

- recognizing the problem.
- demonstrating the will to stop it regardless of the cost.
- having the armed might to convince both our friends and our enemies that we can stop it.
- meeting the propaganda and subversion challenges whenever they arise.

The first and most important responsibility of the federal government of the United States is to protect us from outside enemies. Since the first edition of this paper was published in January, 1980, our position vis-a-vis the communists has weakened, not strengthened. This has a direct effect on the government's ability to defend us. Diplomacy, unless reinforced by strength and will, is ineffectual.

Let us build our armed forces now!

G. G.

The philosophy of inferiority promotes war or the diplomatic surrender of our friends and, ultimately, ourselves. We are now on that threshold.

The Communists took over the democratic Kerensky government in Russia in 1917 by *force*. A small group of armed men surrounded the legislature and gave them three options: 1) stay captured and starve, 2) resign, 3) be shot. The Communists executed first the Czar and then about 10 million opponents they had placed in slave labor camps during the next 20 years. At the same time, they built a subversive organization throughout the world.

World War II gave them the real opportunity to expand. Allied with Hitler, they divided Poland, absorbed the Baltic states, parts of Finland. And immediately after the war, the USSR swallowed up enormous pieces of territory and subjugated its eastern European neighbors making them Soviet satellites.

Since then, through infiltration, subversion, lies, deceit, and proxy wars (such as the Cubans in Africa), the Soviets have expanded. At the same time, they have:

- built a military-industrial complex like mad
- propagandized us into not building ours
- gotten us to sign SALT I while working the loopholes and making outright violations
- built a force superior to ours.

With SALT II, we will let down our guard again. Ignorant politicians whose wrong policies have devastated our economy and spawned a welfare state to keep themselves in power, now claim that defense is too expensive. The votes they are buying with welfare programs are forcing us down the path to slavery.

"The arguments made for SALT II today are the same as those put forward on behalf of the Washington Naval Treaty of 1922 and the other arms-limitation and arms-reduction arrangements on which the Western governments lavished too much time, attention, and hope during the 20s and 30s... The post-World War I arms-limitations agreements... reinforced the blind and willful optimism of the West, thus inhibiting the possibility of military preparedness and diplomatic actions through which Britain and France could easily have deterred the war," writes Professor Eugene V. Rostow.¹

Professor Hugh Seton-Watson is quoted as saying, "The present mood of the Soviet political class alarmingly recalls that of William II's Germany. There is the same fist-thumping, bullying, boastfulness: 'We will be a *Weltmacht*, we will be present in every ocean.'... This arrogant rise of a parvenu power, with tremendous forces at its disposal, is exactly what we are seeing today in the shape of Soviet hegemony spreading to the South Atlantic and Indian Ocean."²

The New Republic calls the USSR "an imperialist totalitarian state, a scourge of liberty and human values everywhere, a menace to the West both militarily and politically. We judge that Soviet leaders, having advanced to their posts by stealth, guile, and ruthlessness, are not to be trusted by people and nations who revere law and common decency. We look at Soviet gulags, death camps, and psychiatric torture centers, and at Soviet barbarism in Czechoslovakia

REFERENCES

² Ibid, p. 59.

and Hungary and we have a picture of what the world would be like if the Soviet system prevailed. We do not doubt that if the Soviet Union could attain military superiority over the United States, it would try to exploit it, as it has exploited our post-Vietnam political vulnerabilities in Africa and the Middle East."³ In spite of that accurate analysis, these blind people still favor SALT II.

"The kinds of data that permit us to make strong and confident statements about what the Soviets are doing are usually late and seldom are crystal-clear and unequivocal. Consider what happens when the Soviets start a new development program. All the signs of a new program starting up, that we see in the U.S., are missing. Secrecy precludes our finding out much. Secrecy, as practiced in the Soviet Union, is not a 'dirty communist trick'; it's an old Russian habit!" That's the view of Amrom H. Katz on SALT II.⁴

SALT II is purely a device for the Soviets to continue to build superiority while we agree to a position of inferiority. With a vastly superior strategic missile system, their method of proxy wars using Cubans and others to foster "national liberation movements" and coups such as in Libya in 1969 and Afghanistan, and a threatening military superiority in Europe, the Communists will drop the U.S. like a ripe plum. When it is obvious that all our friends already have collapsed and that the Soviets can close the sea lanes to our supplies of oil, minerals, and transport of what little military power we have to offer, it will be too late. Without ACTUAL military forces being in place, we cannot negotiate or use diplomacy. We can only beseech.

More than 18 years ago, the USSR premier, Khrushchev, told his party leaders of the Soviet Communists plans in a major address.

- The traditional goal of Communism, the conquest of the entire world, is held far more strongly and hopefully than in the past.
- Armed struggle is inevitable.
- A global thermonuclear war is not entirely inevitable. If the free world capitulates, then such a war may be avoided.
- The Soviet Union and the Soviet bloc must increase their military power in order to fight.
- · For the time being, such conflict must be avoided.
- In the first phase, the armed struggle will mostly take the form of liberation wars and uprisings. In particular, it must be pushed in Latin America.
- The achievement of a military, political and psychological paralysis of the free world is a paramount objective of Soviet strategy. This objective can be attained by peace propaganda, Pavlovian conditioning, infiltration, threats and diplomatic negotiations.

Despite the candor and clarity of that statement, the Western world was unwilling to accept it as reality. Successors to Khrushchev have made no changes in that basic policy, and indeed, we can see the accuracy of the predictions. Armed struggles in "wars of liberation" especially in Latin America have been promoted. Although it appears that the Communists greatest successes have been in Asia and Africa so far, Latin America is now falling.

¹ Labedz, Leopold, "The Illusions of SALT," Commentary, Volume 68, Number 3, September 1979, p. 54.

³ Ibid, p. 60.

⁴ Katz, Amrom H., "Verification and Salt. The State of the Art and the Art of the State," *Critical Issues*, The Heritage Foundation, Washington, D.C., 1979, pp. 14-15.











THIS IS WHAT



In Latin America

El Salvador-military aid to antigovernment guerrillas Guatemala-military aid to antigovernment guerrillas Grenada-30-45 troops, 10-25 civilians Guvana-60-70 civilians Jamaica-350-450 civilians Nicaragua-200-250 civilian advisers

In addition, Castro's regime in the last 20 years has trained thousands of guerrillas from practically every country in the hemisphere.

> Reprinted from U.S. News & World Report, (10/15/79). Copyright 1979 U.S. News & World Report, Inc.

TO DO ___ DO IT NOW



Write the government-both the Reagan administration and the Congress. Tell them "More defense." Get others to write. NOW.



If they don't vote for our protection, let's put people in office who will.



Arm now with maximum effort. Take the unemployed off the welfare rolls and put them to work building the military equipment we need.

Gerald S. Gidwitz 111 East Wacker Drive, Suite 2940 Chicago, Illinois 60601

Listen to the recommendations of five of the most knowledgeable and respected authorities on defense:

- Former Secretary of Defense Donald H. Rumsfeld
- Former Deputy Secretary of Defense William P. Clements
- Former Secretary of the Army Martin R. Hoffman
- Former Secretary of the Navy J. William Mittendorf
- Former Secretary of the Air Force Thomas C. Reed

In a meeting with a group of senators toward the end of 1979, these five experts urged the Senate not ratify the SALT II treaty.

Further, they urged an additional \$20 to \$25 billion per year for three years be *spent* (not appropriated) in addition to the current and proposed budgets and that the emphasis for spending be on strategic defense systems.

Only this action, started now, will return us to the arms strength we had in 1977.

Time is short. Don't wait.

Write your Congressional representative now. Better yet, call.

Gerald Gidwitz V Chairman of the Board and co-founder Helene Curtis Industries, Inc.

Chairman of the Board and founder Continental Materials Corporation

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July S, 1985

Dear Hr. Ball:

Thank you for your letter to President Reagan and for the recordings which you asked Mayor James Dixon to forward to the President as a belated gift. While I regret that this cannot be a more personalized response because of the volume of mail that the White House has received regarding the famine in Ethiopia and other African nations, I want to assure you that the President shares your deep concern for the helpless victims of this terrible crisis. The Administration is committed to steps that will alloviate the suffering in Africa and offer the victims hope for the future. I have enclosed some information that I know you'll find of interest.

With the President's best wishes,

Sincerely,

Anne Higgins Special Assistant to the President and Director of Correspondence

Mr. David Charles Ball Apartment 2 1347 Third Avenue Rockford, Illincis 61108

cc: The Honorable James E. Dixon Mayor of the City of Dixon Dixon, Illinois 61021

Enclosures: 1. Statement by RR on African Hunger Relief Initiative, 1/3/85. 2. Statement by RR, 4/5/85.

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JULY 9, 1985

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Attached is the original to a letter that was sent to you June 17th, along with a gift from the city of Dixon.

Thank You, ifiler m

Rón Fiducia Presidential Advance

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815 288-1485 P.O. BOX 386 DIXON, ILLINOIS 61021

"FATHER" JOHN DIXON

May 2, 1985

Mr. James L. Hooley Staff Assistant to the President The White House Room 179 Washington, D.C. 20500

Dear Jim:

I enclose a letter and two records which I, for some unknown reason, received. The sender asked that they be forwarded to the President.

Letter

Do with them as you see fit.

Original meaning attacked for fil with outgoing le

Very truly yours, CITY OF DIXON INN Jame's E. Dixon, Mayor

JED/bg Encl.



815 288-1485 P.O. BOX 386 DIXON, ILLINOIS 61021

"FATHER" JOHN DIXON

May 2, 1985

Mr. David Ball 1347 Third Avenue, #2 Rockford, IL 61108

Dear Mr. Ball:

I have forwarded your letter and the records to the President's Office.

I am sure the President shares your concern about the starving people in Africa.

Very truly yours, CITY OF DIXON James E. Dixon, Mayor

...

JED/bg Encl. James Hooley cc:

2.1

1/ear Sivs, Better Late Than Never! These are my christmas gifts for 1984, to Ronald Reagan. I believe he is doing a sood job, What better gift than to Feed Starving Children in his name. I hope that you will see that he gets these. I Know he will listen to the Songs. Thank you Sincevely David C. Batt David Charles Ball