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THE WHITE HOUSE

WASHINGTON

May 23, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS

SUBJECT: Request that Mrs. Reagan Appear on
Simplicity Sewing Catalogue Cover

Jim Rosebush denied a request from Simplicity Sewing that Mrs. Reagan appear on the cover of their catalogue. In exchange for her appearance, Simplicity would donate \$10,000 to a charity designated by Mrs. Reagan, and permit her to include a brief message inside the catalogue. Rosebush denied the request on the ground that "the First Lady is prohibited from endorsing community [sic - presumably should be commercial] enterprises."

Simplicity's lobbyist has asked for reconsideration, noting that the catalogue reaches over 9 million middle-American women, that Mesdames Ford and Carter appeared on similar publications, and that this proposal "can in no way be compared to a previous incident involving alleged improprieties utilizing the First Lady's appearance on a Japanese Women's Magazine cover." Two Congressmen from districts containing Simplicity operations, Mark Siljander (R-Mich.) and Bill Green (R-N.Y.), have also written Rosebush, asking that he permit Simplicity to respond to his concerns. Rosebush has asked you if he was wrong to deny the request.

I think Rosebush's denial was correct, assuming he meant to object to having the First Lady appearing to endorse a "commercial" and not "community" enterprise. As a general policy, we do not approve the use of a photograph or likeness of the First Lady in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. In this case, her appearance on the Simplicity catalogue cover could easily be construed as an endorsement of Simplicity.

It is unclear from the incoming whether Rosebush wants simply a vote of confidence or responses to Simplicity's lobbyist and the Congressmen. I hesitate to respond

directly since Rosebush handled this matter himself in the first instance. I have drafted a memorandum to him noting that we agree with his decision and offering to respond to his correspondents if he wishes.

Attachment

THE WHITE HOUSE

WASHINGTON

May 23, 1983

MEMORANDUM FOR JAMES S. ROSEBUSH
DEPUTY ASSISTANT TO THE PRESIDENT

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

SUBJECT: Request that Mrs. Reagan Appear on
Simplicity Sewing Catalogue Cover

We agree entirely with your decision not to approve the request to have the First Lady appear on the cover of the Simplicity Sewing Catalogue. As you know the White House adheres to a policy of not approving the use of a photograph or likeness of the President or First Lady in any manner that suggests or could be construed as endorsement of a commercial enterprise. Mrs. Reagan's appearance on the Simplicity Sewing Catalogue could easily be construed as an endorsement of the products advertised therein. (We assume that in your letter to Mr. Chwat you meant to say "commercial enterprises" rather than "community enterprises.")

If you would like us to respond directly to Mr. Chwat and Congressmen Siljander and Green, we would be happy to do so.

FFF:JGR:aw 5/23/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

May 23, 1983

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FFF:JGR:aw 5/23/83

cc: FFFielding
JGRoberts
Subj.
Chron

ID # 137677 CUPR014-12WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1/1/10Name of Correspondent: Jim Rosebush / Mark D. Siljander☐ MI Mail ReportUser Codes: (A) Robert Weigend (B) John R. (C) Subject: Request by Simplicity Sewing books that
Mrs. Reagan appear on cover of Simplicity
Sewing books.
(Simplicity Pattern Company, Inc.)

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>CW Holland</u>	ORIGINATOR	<u>83105110</u>			<u>1/1</u>
<u>CW AT18</u>	Referral Note: <u>D</u>	<u>83105110</u>		<u>S</u>	<u>83105128</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>

ACTION CODES:

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

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

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments: _____

Keep this worksheet attached to the original incoming letter.

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

Always return completed correspondence record to Central Files.

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

THE WHITE HOUSE

WASHINGTON

May 9, 1983

MEMORANDUM FOR FRED FIELDING

FROM JIM ROSEBUSH 
SUBJECT SIMPLICITY PATTERN BOOK PHOTO

Never before have I seen such intense lobbying on an issue like this. I turned down a request that Mrs. Reagan appear on the cover of several Simplicity Sewing books on the basis that it would be a very specific endorsement of a commerical enterprise.

Was I wrong?

MARK D. SILJANDER
4TH DISTRICT, MICHIGAN

COMMITTEE:
FOREIGN AFFAIRS

WASHINGTON OFFICE:
137 CANNON HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-3761

ROBIN M. LUKETINA
GENERAL COUNSEL/CHIEF OF STAFF



Congress of the United States
House of Representatives
Washington, D.C. 20515

DISTRICT OFFICES:
815 MAIN STREET
SUITE 3A
ST. JOSEPH, MICHIGAN 49085
(616) 982-0722
15788 WEST MICHIGAN AVENUE
THREE RIVERS, MICHIGAN 49093
(616) 279-7125
800-272-3413

137-77-11

May 5, 1983

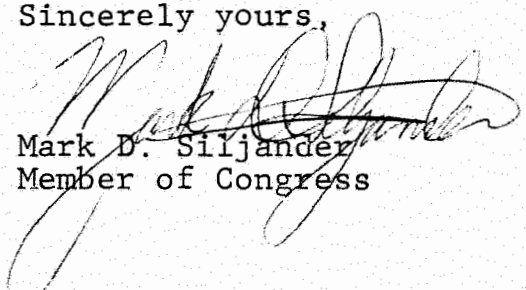
James Rosebush
Deputy Assistant to the President
and Chief of Staff
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Mr. Rosebush:

One of our constituents, Simplicity Pattern Company, Inc., which has its major manufacturing facility in my District, has submitted a proposal to your office to have a photograph of First Lady Nancy Reagan appear on several of its publications, including its Counter Catalog, which is distributed free throughout the nation.

As a Member of the Michigan delegation, I recall the fact that a photograph of former First Lady Betty Ford appeared on the cover of the McCall's Counter Catalog during former President Gerald Ford's term of office, and that appearance was widely acclaimed by women and consumers across the United States. I understand that your office declined Simplicity's offer due to a feeling that it would be an endorsement of a "community enterprise". However, given the former First Lady Betty Ford precedent, please give reconsideration to the request, and perhaps allow Simplicity to address your specific questions and concerns.

Sincerely yours,


Mark D. Siljander
Member of Congress



CHWAT/WEIGEND ASSOCIATES

CONGRESSIONAL & GOVERNMENT RELATIONS

226 MASSACHUSETTS AVENUE, N.E.

WASHINGTON, D.C. 20002

202/547-7100

May 6, 1983

James Rosebush, Deputy Assistant
to the President & Chief of Staff
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Mr. Rosebush:

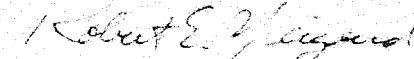
We appreciate your prompt consideration of the proposal from Simplicity Pattern Company, Inc., and your reply letter to us dated April 26, 1983. From the tone of your letter, we have the impression that you would give more favorable consideration to this proposal if it was not a community enterprise. We would appreciate another discussion with you regarding the extent of the White House community enterprise ruling, and modification of the Simplicity proposal to eliminate any prohibited aspects.

The Simplicity proposal would allow the First Lady to write a short "personal" message or "open letter" to millions of women who sew. The Simplicity publications have a combined circulation of 9.65 million, which is significantly larger than the domestic circulation of Time Magazine (4.47 million), Newsweek (2.95 million) or the Wall Street Journal (1.93 million). Moreover, the Simplicity publications are directed to a single important constituency, namely women from "middle-America". It is an ideal way to reach this constituency and it would be clearly structured so as to not be any type of product endorsement. As you know, both former First Ladies Betty Ford and Rosalyn Carter have appeared on similar publications.

Finally, we would not be adverse to merely utilizing one of the First Lady's standard portrait photographs for this purpose. Simplicity is making this project as a part of National Sewing Month. Enclosed is President Reagan's proclamation of last year regarding National Sewing Month, and this year legislation is pending before both the Senate and House to make National Sewing Month an annual occurrence.

We hope to discuss this proposal with you as soon as possible.

Sincerely,


Robert E. Weigend

REW:clw

REQUEST FOR RECONSIDERATION OF
A PROPOSAL TO FIRST LADY NANCY REAGAN BY
THE SIMPLICITY PATTERN CO.

NOT A "COMMUNITY ENTERPRISE"

The appearance of the First Lady on the cover of the Simplicity Catalog is not a "community enterprise", nor a commercial enterprise, but rather a request to have Nancy Reagan detail in the Catalog (inside cover) the type of charity she wants the donation of \$10,000 to go towards. It is a photo of the First Lady on the cover of the Catalog that women across the country will recognize and support an American industry in economic trouble.

CATALOG IS DISTRIBUTED FREE TO CONSUMERS

The Catalog is distributed free to over 15,000 retail stores and seen by over 9 million women/consumers around the country. These 9 million consumers do not pay for the Catalog and this circulation is one of the largest in the Country, some of the others being:

THE APPEARANCE CAN BE FEATURED AS A NEWS STORY

The First Lady's appearance can be tied to a news story relating to the charity receiving the \$10,000 gift or an item of the First Ladies choice. This news story can run on the cover of the Simplicity Magazine and Catalog, and is similar to Nancy Reagan's recent appearances on the cover of People's Magazine and various other women's publications. A feature news story, interview, or statement by the First Lady can also be arranged to expand on the All-American Catalog there.

DONATION TO CHARITY, A PUBLIC RELATIONS CAMPAIGN

If the First Lady chooses to donate to a drug awareness campaign or other charity, perhaps a major nationwide public relations campaign can be undertaken around this donation and the course for which it is given by Simplicity. A message by the First Lady to the 9 million consumers on this donation would be supported by the company.

(2)

A PHOTOGRAPH IN LIEU OF A SEPARATE PHOTO SESSION

If a short photo session with the First Lady is unacceptable to the White House under any circumstances, the company would ask for a photograph of the First Lady in lieu of the five photo sessions. A stock White House photograph, similar to the hundreds submitted each and everyday for media and publicity purposes can be utilized by Simplicity for their All-American Catalog theme.

THERE IS NO APPEARANCE OF IMPROPRIETY

This photograph session can in no way be compared to a previous incident involving alleged improprieties utilizing the First Lady's appearance on a Japanese Women's Magazine cover. There are no third parties in the White House benefiting from the picture taking; it is a non commercial enterprise for an American company; U.S. consumers would be the targeted constituency and all around it can assist the White House in 1984.



National Sewing Month

By the President of the United States of America

A Proclamation

Tens of millions of Americans sew at home. Their efforts demonstrate the industry, the skill and the self-reliance which are so characteristic of this Nation.

In recognition of the importance of home sewing to our economy the Congress has, by Senate Joint Resolution 205, designated September, 1982, as National Sewing Month.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim September, 1982, as National Sewing Month. I call upon the people of the United States to observe this month with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this 24th day of September, in the year of our Lord nineteen hundred and eighty-two, and of the Independence of the United States of America the two hundred and seventh.

Ronald Reagan

MARK D. SILJANDER
4TH DISTRICT MICHIGAN
COMMITTEE
FOREIGN AFFAIRS
WASHINGTON OFFICE:
137 CANNON HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 245-3751
ROBIN M. LUKETINA
GENERAL COUNSEL/CHIEF OF STAFF



Congress of the United States
House of Representatives
Washington, D.C. 20515

DISTRICT OFFICES:
815 KALAMAZOO STREET
SOUTH
ST. JOSEPH, MICHIGAN 49081
(616) 275-7111
15788 WEST MICHIGAN AVENUE
THREE RIVERS, MICHIGAN 49083
(616) 275-7111
800-272-3413

May 5, 1983

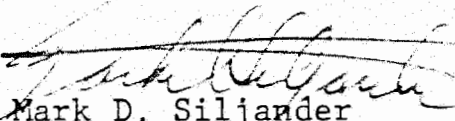
James Rosebush
Deputy Assistant to the President
and Chief of Staff
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Mr. Rosebush:

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As a Member of the Michigan delegation, I recall the fact that a photograph of former First Lady Betty Ford appeared on the cover of the McCall's Counter Catalog during former President Gerald Ford's term of office, and that appearance was widely acclaimed by women and consumers across the United States. I understand that your office declined Simplicity's offer due to a feeling that it would be an endorsement of a "community enterprise". However, given the former First Lady Betty Ford precedent, please give reconsideration to the request, and perhaps allow Simplicity to address your specific questions and concerns.

Sincerely yours,


Mark D. Siljander
Member of Congress

MDS/aeg

BILL GREEN
19th District, New York

COMMITTEE ON APPROPRIATIONS

SUBCOMMITTEE:
RANKING MINORITY MEMBER
HUD-INDEPENDENT AGENCIES
DISTRICT OF COLUMBIA

Congress of the United States
House of Representatives
Washington, D.C. 20515

WASHINGTON OFFICE:
1110 LONGWORTH HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-2430

NEW YORK OFFICE:
GRAND CENTRAL POST OFFICE BUILDING
110 EAST 45TH STREET
NEW YORK, NEW YORK 10017
(212) 620-4400

May 5, 1983

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to the President and Chief of Staff
Office of the First Lady
The White House
Washington, D.C. 20500

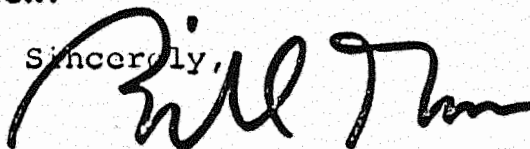
Dear Mr. Rosebush:

I understand that on April 26, 1983, your office declined the offer of Simplicity Pattern Company, Inc., located in my Congressional District, to have First Lady Nancy Reagan appear on the cover of three Simplicity publications.

I have reviewed the Simplicity proposal and understand that it would allow the First Lady to give a personal message to over 9.6 million women who read these publications, and therefore, it is an opportunity which I feel merits serious consideration. I would greatly appreciate your affording representatives of Simplicity the opportunity to respond to whatever reservations you may have concerning the proposal.

It is my hope that you will reconsider this. Thank you for your valuable time and attention.

Sincerely,



Bill Green
Member of Congress

BG/ds

THE WHITE HOUSE

WASHINGTON

April 26, 1983

Dear Mr. Chwat:

Thank you for forwarding copies of your Simplicity Publications.

After careful consideration I regret to inform you that we must decline your invitation to have Mrs. Reagan featured on the covers. While it is hard to pass up your offer of \$10,000 for the Drug Abuse Program, the First Lady is prohibited from endorsing community enterprises, and this ruling obviously extends to Simplicity Publications.

Thank you again for writing to me regarding this opportunity.

Sincerely,



James S. Rosebush
Deputy Assistant to the
President

Mr. John S. Chwat
CHWAT/WEIGEND ASSOCIATES
226 Massachusetts Avenue, NE
Washington, D. C. 20002

cc: Virginia Knauer

THE WHITE HOUSE

WASHINGTON

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CHWAT/WEIGEND ASSOCIATES
226 Massachusetts Avenue, NE
Washington, D. C. 20002

cc: Virginia Knauer

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 13, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Ward L. Quaal Request for
Meeting with the President

Ward L. Quaal, apparently a personal friend of Mr. Deaver's, met with the President on March 16 but, as he advised Deaver in a letter two months later, did not have an opportunity to discuss with the President the importance of the study of American history. Quaal had hoped to brief the President on a twelve-part television series on American history developed by Walter Schwimmer. Quaal asks to bring Schwimmer in for a meeting with the President to discuss the project.

The series seems to be simply a commercial television production, and accordingly the President should not become involved in it. The President could of course meet with Schwimmer and Quaal to hear about their project, but frankly I see little reason for such a meeting. The only reason would be for Schwimmer and Quaal to obtain a Presidential endorsement which would be inappropriate.

Our response to Deaver concerning this matter does not exhibit the promptness for which our office is justly renown because the item as it arrived from Deaver's office was attached to other incoming material and, like the sister city of Machu Picchu, has only recently been unearthed.

Attachment

THE WHITE HOUSE

WASHINGTON

July 13, 1983

MEMORANDUM FOR WILLIAM F. SITTMANN
SPECIAL ASSISTANT TO THE PRESIDENT

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

SUBJECT: Letter to Mike Deaver Regarding Meeting With
the President and Walter Schwimmer to Discuss
a Series on History of the United States

Your office has asked for our views on the request from Ward L. Quaal for a meeting with the President. The purpose of the meeting would be for Mr. Quaal and Walter Schwimmer to discuss with the President Schwimmer's proposed twelve-part television series on the history of the United States. Since Mr. Schwimmer's project is a commercial television production, it would not, as a general matter, be appropriate for the President to endorse the project or become involved with it in any way. This being the case, I see little purpose to be served by the meeting proposed by Mr. Quaal.

FFF:JGR:aw 7/13/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

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COUNSEL TO THE PRESIDENT

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FFF:JGR:aw 7/13/83

cc: FFFielding
JGRoberts
Subj.
Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

PR007

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1/1/Name of Correspondent: Ward L. Quaal☐ MI Mail Report

User Codes: (A) _____

(B) _____

(C) _____

Subject: Letter to Mike Deaver regarding
meeting w/ the President and Walter
Schwimmer to discuss a series
on "History of the United States"

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CU Holland</u>		ORIGINATOR	<u>83107106</u>	<u>WS</u>	<u>1/1/</u>
<u>CUAT18</u>		Referral Note: <u>D</u>	<u>83107104</u>	<u>WS</u>	<u>38307115</u>
		Referral Note: _____	<u>1/1/</u>		<u>1/1/</u>
		Referral Note: _____	<u>1/1/</u>		<u>1/1/</u>
		Referral Note: _____	<u>1/1/</u>		<u>1/1/</u>
		Referral Note: _____	<u>1/1/</u>		<u>1/1/</u>

ACTION CODES:

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to be used as Enclosure

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S - For Signature
X - Interim Reply

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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.

THE WHITE HOUSE
WASHINGTON

Mr. Fielding:

MKD would like your input on
the attached.

Thanks.

7/1 - Attached to other
MKD request
re: Werner Gundlach

DONNA L. BLUME

The Ward L. Duval Company

401 North Michigan Avenue

Suite 3140

Chicago, Illinois 60611

152924a

Ward L. Duval

President

May 18, 1983

Telephone

312/644-6066

*Bill
I met
this week
7-7*

The Honorable Michael Deaver
Deputy Chief of Staff
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20505

Dear Mike:

Because of your thoughtful arrangements, I had the pleasure of a fine meeting with the President on March 16th.

There were several key matters to discuss and one was urgent; namely, Radio Marti. Our meeting was cut a bit "short" because a group of Congressmen, visiting with the President on the budget, overstayed their timeframe. Even though I had waited more than half an hour beyond my appointed time with our great mutual friend, I did not want to add to the difficulty of his demanding schedule, so I greatly shortened the time allotted to me.

When I was with the President on March 16th, Mike, we had not received the report on the mediocrity of education in our beloved nation. However, I knew of the report that was coming forth and I felt that the presentation that was going to be made to the President by the bipartisan Federal commission would underscore, in many ways, the tragedy of the inadequate educational effort in our land.

As one truly proud to be an American and so mighty grateful that Ronald Reagan is our President in these critical times, I wanted to talk with him when at The White House about the manner in which the educational process ignores, almost totally, the history of our blessed land. Mike, it is a tragedy that the young folks of today do not learn more in school about how we got here, what we have become and what we mean to the world. We have here the greatest nation on the face of the globe and each and every day even those who are our "enemies" or who at least speak ill of us, view with envy our achievements and above all else, the true freedom of those who have the good fortune to be citizens of our nation.

The Honorable Michael Deaver
May 18, 1983
Page 2

When with the President, I had hoped to have the time to address myself to an historical project conceived by the great Walter Schwimmer, the man, in my opinion, who has the finest record of radio and television production of any man in the history of our profession. Mike, Walter has come forth with a twelve-part series on the "History of the United States". The plans are truly tremendous, truly outstanding and offer us a way to present this twelve-part series on television and then make tapes, as well as a written record, available to every school in the United States.

The series, as proposed, takes the people of America through the difficult early days to the present. The air presentation of this series will do more, by far, than anything done to date to truly tell the people of America what this nation is all about and why we stand as the beacon of freedom for all the world to see. Mike, this series would help so very much to fill the void that exists today in this important area of educating our young people. Concurrently, it will be a reminder to those of us who are older how fortunate we are to be Americans and to have a little role in this very special land of ours.

Walter and I are not seeking one dollar of taxpayer support. This series, when aired, will be presented by American advertisers for the people of America!

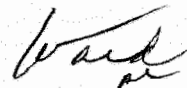
Mike, I am so excited about the potential for this great presentation, in twelve showings, that I would like just a little bit of time, even ten minutes, for Walter Schwimmer and me to meet with our great President and discuss this briefly with him. As our great President, and, indeed, the finest Chief Executive that this nation has had in modern history and as one who truly loves this country, we would like to tell him, briefly, about what we have in mind.

By the way, Mike, he knows that I wanted to discuss this on March 16th but there just was not the time.

Please be assured, Mike, that Walter and I will come to Washington at any time, even on short notice, so that we can tell President Reagan the plans to date and how we intend to implement them.

Warmest personal regards and thank you so much, Mike, for this and many other courtesies and considerations.

Very sincerely,



Ward L. Quaal

WLQ:eal

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 9, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: "Honorary Citizenship Certificate"
From Kennesaw, Georgia

I could not discern from your jottings exactly what changes you wanted made in this letter, so I simply tried another version. I consider it important to disassociate the President from the Kennesaw ordinance, which requires every homeowner to own and maintain a firearm, particularly since the honorary citizenship award asserts that the President supports the ordinance.

Attachment

THE WHITE HOUSE
WASHINGTON

August 16, 1983

Dear Chief Ruble:

Thank you for your letter of March 22, 1983 to the President. Along with that letter you transmitted a certificate stating that the President concurs with the ordinance passed by Kennesaw, Georgia concerning firearms, and making the President an honorary citizen of Kennesaw. You also requested a photograph of the President. In response to your request, I am happy to enclose an autographed portrait of the President.

While we are grateful for your loyal support of the President, as evidenced by the grant of honorary citizenship, I must advise you that it would not be appropriate for the President to express a view, either pro or con, on the specific local ordinance passed by Kennesaw. I trust you will understand that this is in no way a reflection on you or the citizens of Kennesaw.

Again, thank you for your support.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Robert L. Ruble
Chief of Police
City of Kennesaw Police Department
2844 South Main Street
Kennesaw, Georgia 30144

Enclosure

FFF:JGR:ph 8/15/83

cc: FFFielding/JGRoberts/Subj./Chron
✓

THE WHITE HOUSE

WASHINGTON

August 9, 1983

Dear Chief Ruble:

Thank you for your letter of March 22, 1983 to the President. Along with that letter you transmitted a certificate stating that the President concurs with the ordinance passed by Kennesaw, Georgia concerning firearms, and making the President an honorary citizen of Kennesaw. You also requested a photograph of the President. In response to your request, I am happy to enclose an autographed portrait of the President.

While we are grateful for your loyal support of the President, as evidenced by the grant of honorary citizenship, I must advise you that it would not be appropriate under the circumstances for the President to express a view, either pro or con, on the specific local ordinance passed by Kennesaw. Accordingly, the President should not be represented as concurring in the Kennesaw firearms ordinance. I trust you will understand that this is in no way a reflection on you or the citizens of Kennesaw.

Again, thank you for your support.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Robert L. Ruble
Chief of Police
City of Kennesaw Police Department
2844 South Main Street
Kennesaw, Georgia 30144

Enclosure

FFF:JGR:aw 8/9/83

cc: FFFielding/JGRoberts/Subj./Chron

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 6, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS

SUBJECT: "Honorary Citizenship Certificate"
From Kennesaw, Georgia

Robert L. Ruble, Chief of Police of Kennesaw, Georgia, has sent the President a certificate stating that the President concurs with the Kennesaw firearms ordinance and accordingly has been made an honorary citizen of Kennesaw. You may recall that the ordinance in question requires every head of a household in Kennesaw to own and maintain a firearm in his home. Chief Ruble states that this has reduced crime. The chief describes himself as a loyal supporter, encloses a photograph of himself exercising his rights under the Second Amendment, and requests an autographed photograph of the President.

Our response to Ruble must disavow the assertion that the President supports the Kennesaw ordinance, and instruct Ruble not to make any representations on that score. I think the best way to do this would be to thank Ruble for the honorary citizenship but note that the President generally avoids becoming involved in local questions. I see no objection to sending Ruble a non-personalized autographed photograph of the President.

Attachment

THE WHITE HOUSE

WASHINGTON

May 6, 1983

Dear Chief Ruble:

Thank you for your letter of March 22, 1983 to the President. Along with that letter you transmitted a certificate stating that the President concurs with the ordinance passed by Kennesaw, Georgia concerning firearms, and making the President an honorary citizen of Kennesaw.

While we are grateful for your loyal support of the President, as evidenced by the grant of honorary citizenship, I must advise you that the President generally avoids becoming involved in particular questions of local law. This policy is based not only on the excessive demands becoming familiar with specific local ordinances and issues across the country would place on the President, but also on the dictates of our system of federalism. Accordingly, the President should not be represented as concurring in the Kennesaw firearms ordinance. I trust you will understand that this is based on our general policy of not taking official positions on local questions and is in no way a reflection on you or the citizens of Kennesaw.

In response to your request, I am happy to enclose an autographed portrait of the President.

Again, thank you for your support.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Robert L. Ruble
Chief of Police
City of Kennesaw Police Department
2844 South Main Street
Kennesaw, Georgia 30144

Enclosure

FFF:JGR:aw 5/6/83
cc: FFFfielding/JGRoberts/Subj./Chron

ID # 138665 CU
PP009

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

☐ O - OUTGOING

☐ H - INTERNAL

☐ I - INCOMING

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

Roberts

Name of Correspondent: Robert L. Ruble

☐ MI Mail Report

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

Subject: "Honorary Citizenship Certificate" from
Kennesaw, Georgia

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CU 4011</u>	ORIGINATOR	<u>83/04/27</u>			<u>1/1/</u>
<u>CUAT18</u>	Referral Note:	<u>2 83/04/27</u>		<u>S</u>	<u>83/05/06</u>
	Referral Note:	<u>1/1/</u>			<u>1/1/</u>
	Referral Note:	<u>1/1/</u>			<u>1/1/</u>
	Referral Note:	<u>1/1/</u>			<u>1/1/</u>
	Referral Note:	<u>1/1/</u>			<u>1/1/</u>

ACTION CODES:

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

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

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments: _____

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



**City of Kennesaw
Police Department**



Robert L. Ruble
Chief of Police

03-22-83

Ronald Reagan
President of the United States
3600 Pennsylvania Ave.
Washington, D.C. 20020

Dear President Reagan,

It gives me great pleasure to bestow upon you this "Honorary Citizenship Certificate" from the City of Kennesaw, Georgia, because of your pro-gun stand on firearm legislation.

I am further enclosing a copy of the photo, that made headlines around the world.

It might interest you to know, that our stand and our law requiring every head of household to own and maintain a firearm in their home resulted in a 74% decrease in crimes against persons in our Community. The anti-gun city of Morton Grove, Ill. revealed a 4% decrease in crime. As a Chief of Police my main function is to reduce crime so that our citizens may walk the streets without fear. I feel, that I have helped in some small way to make not only my city, but our Country a safer place to live.

I am one of your loyal supporters and hope that you will continue to do the fine job that you are now doing.

I would appreciate a photo of you, Mr. President, which will be framed and hung in a place of honor in my office.

Sincerely and with respect,

Robert L. Ruble

Robert L. Ruble
Chief of Police

138665 CU

Honorary
Citizen

of



Kennesaw
Georgia
USA

This is to certify that PRESIDENT, RONALD REAGAN concurs with the new Ordinance passed by the town of Kennesaw based on Article II of the Amendments of the Constitution, that the right of the people to bear arms shall not be infringed. PRESIDENT, RONALD REAGAN is hereby granted Honorary Citizenship to Kennesaw, Georgia.

Number: 0382

Date: MARCH 22, 1983

Signed: Chief of Police Robert S. Balle
Mayor Darin F. Purdy
City Council Harry W. W. W. W.
D. P. Stephenson
Gordon C. C. C.
Malone

THE WHITE HOUSE
WASHINGTON
September 7, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS
SUBJECT: Joey Adams Foreword

You will recall that after determining that the proceeds from Joey Adams' forthcoming book on humor would go to the Actors Youth Fund, we advised Kathleen Osborne that our office would have no objection to the President writing a brief foreword to the book, pursuant to Mr. Adams' request and the President's expressed desire to comply with that request. Since I had contacted him in the course of reaching the foregoing conclusion, Adams sent a draft of the book to me and indicated that he wanted me to be his only point of contact in connection with the project. I recommend sending the book to Osborne for either routing to the speechwriters or special messages or the President's own drafting of a brief message.

Attachment

THE WHITE HOUSE
WASHINGTON

September 7, 1983

MEMORANDUM FOR KATHLEEN OSBORNE
PERSONAL SECRETARY TO THE PRESIDENT

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

SUBJECT: Joey Adams Foreword

On August 18, I advised you that our office had no objection to the President complying with Joey Adams' request that he write a brief foreward to Adams' forthcoming book on humor, the proceeds of which are to go to the Actors Youth Fund. Adams has now sent our office a draft of the book to facilitate preparation of the foreword. I am sending the draft to you so that it may be routed as appropriate to whomever will be working on this project. As I indicated in my earlier memorandum, our office should review a draft of the proposed foreword.

Attachment

FFF:JGR:aea 9/7/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

September 7, 1983

MEMORANDUM FOR KATHLEEN OSBORNE
PERSONAL SECRETARY TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Joey Adams Foreword

On August 18, I advised you that our office had no objection to the President complying with Joey Adams' request that he write a brief foreward to Adams' forthcoming book on humor, the proceeds of which are to go to the Actors Youth Fund. Adams has now sent our office a draft of the book to facilitate preparation of the foreword. I am sending the draft to you so that it may be routed as appropriate to whomever will be working on this project. As I indicated in my earlier memorandum, our office should review a draft of the proposed foreword.

Attachment

FFF:JGR:aea 9/7/83

cc: FFFielding
JGRoberts
Subj.
Chron

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 18, 1983

FOR: FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request from Joey Adams that the
President Write Foreword to His New Book

You will recall that Joey Adams, President of The Actors Youth Fund and a close friend of the President's, wrote the President to ask him to write a foreword to Laugh Yourself Well, a new book on the uses of humor being written by Adams. We advised Kathy Osborne that the President should not become involved in such a commercial venture, and prepared a letter to Adams to that effect. Osborne replied that the President would like to make an exception if Adams were doing the book for the benefit of The Actors Youth Fund. There were no indications from Adams' correspondence that this was the case, but, at your request, I placed a call to him. He was out of the country and only returned my call today.

I told Adams that as a matter of policy the President avoided involvement in commercial ventures, and Adams stated that all the money would go to The Actors Youth Fund. While we typically avoid endorsing charitable projects as well as commercial ventures, the problems are less severe and exceptions have been made. In light of the President's expressed desire to write the foreword, and Mr. Adams' assertion that proceeds from the book will go for charitable purposes, I see no objection to an exception in this case. A proposed memorandum to Osborne is attached for your review and signature.

Attachment

THE WHITE HOUSE

WASHINGTON

August 18, 1983

MEMORANDUM FOR KATHLEEN OSBORNE
PERSONAL SECRETARY TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Request that President Write Foreword

You will recall that Joey Adams, President of The Actors Youth Fund, asked the President to write a foreword to his new book on the uses of humor. We advised that it would be inappropriate for the President to do so, in light of the White House policy of avoiding involvement in commercial ventures. The President thereupon inquired if Adams were doing the book for the benefit of The Actors Youth Fund. Mr. Adams has been out of the country, and only recently has been able to return our calls. He has now indicated that all of the proceeds of the book will in fact go to The Actors Youth Fund. Accordingly, we have no objection to the President writing a brief foreword to Mr. Adams' book, should he desire to do so. Our office, however, should review a draft of the proposed foreword.

THE WHITE HOUSE

WASHINGTON

August 18, 1983

MEMORANDUM FOR KATHLEEN OSBORNE
PERSONAL SECRETARY TO THE PRESIDENT

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

SUBJECT: Request that President Write Foreword

You will recall that Joey Adams, President of The Actors Youth Fund, asked the President to write a foreword to his new book on the uses of humor. We advised that it would be inappropriate for the President to do so, in light of the White House policy of avoiding involvement in commercial ventures. The President thereupon inquired if Adams were doing the book for the benefit of The Actors Youth Fund. Mr. Adams has been out of the country, and only recently has been able to return our calls. He has now indicated that all of the proceeds of the book will in fact go to The Actors Youth Fund. Accordingly, we have no objection to the President writing a brief foreword to Mr. Adams' book, should he desire to do so. Our office, however, should review a draft of the proposed foreword.

FFF:JGR:ph 8/18/83

cc: FFFielding
JGRoberts✓
Subject
Chron.

THE WHITE HOUSE

WASHINGTON

September 14, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *DR*
SUBJECT: Joey Adams Foreword ??

I didn't know this/what is diff?

On June 24, Joey Adams asked the President to write a foreword to Adams' forthcoming book on humor. On July 12, we advised Kathy Osborne that such a foreword would contravene our policy of avoiding Presidential involvement in commercial enterprises, and submitted a draft letter to that effect to be sent to Adams. On July 21, Osborne replied that the President would like to make an exception to the policy if the proceeds were going to Adams' charitable organization, The Actors Youth Fund. I contacted Adams, who stated that all the proceeds would go to the Fund. On August 18, we so advised Osborne, and noted that we had no objection to the President authoring a foreword should he desire to do so. (N.B. - This is in fact an exception to the policy noted above, rather than outside its scope, since the fact that the proceeds are going to a charity does not alter the commercial nature of the book itself, which will be publicly marketed.) Adams sent us a draft of the book, which we sent on to Osborne on September 7. Osborne forwarded it to Charley Shepherd for drafting of a foreword.

After reading the "book," Shepherd advised Osborne that in his view the President should not write a foreword. Shepherd cited several objectionable jokes and described the book as "sleazy, tacky and tawdry." Osborne now asks for your thoughts, noting she "tends to agree" with Shepherd.

The book is really not as advertised by Adams, but rather a collection of often tasteless Henny Youngman - Don Rickles - Rodney Dangerfield one-liners. I agree that it would be inadvisable for the President to author a foreword to this work. The problem is that Adams, who, by the President's own account, has known the President "for many, many years," now fully expects a foreword, because he has agreed to donate all proceeds to The Actors Youth Fund. I have taken a stab at a very difficult letter, and a memorandum to Osborne.

Attachments

+ did a good job, I'd add -

Pls see suggested changes in (a)
> 9/14

THE WHITE HOUSE
WASHINGTON

September 14, 1983

*which does not really
address the problem we
see, he turns it off*

MEMORANDUM FOR KATHLEEN OSBORNE
PERSONAL SECRETARY TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Joey Adams Foreword

Some rather fastidious.

We have reviewed the copy of the book submitted by Joey Adams, and agree with Charley Shepherd that it would be inappropriate for the President to write a foreword for this particular book. Adams advised us that the book would be one on the uses of humor; in fact, it appears to be little more than a collection of one-liners. If you approve, I will send the attached draft.

If you think it will be a problem with the President, I will discuss it with him or Mike.

cc Deann.

THE WHITE HOUSE

WASHINGTON

September 14, 1983

Dear Mr. Adams:

Some time ago you requested that the President write a brief foreword to a book you were writing on the uses of humor. We routinely decline such requests, however meritorious, on the basis of established White House policy of avoiding any involvement by the President in commercial endeavors. You advised our office, however, that all the proceeds of the book were to be donated to The Actors Youth Fund, and sent a draft of the book for our consideration.

The fact that the proceeds of the book will inure to the benefit of a worthy charity does not in itself alter the nature of the project as a commercial endeavor, since the book will still be marketed and sold. While rare exceptions are made, as a matter of policy we generally avoid Presidential endorsement of or association with specific charitable efforts. Since the President receives countless requests to support specific charities, and obviously cannot accept them all, fairness dictates that he generally adhere to a policy of declining such requests.

In light of your long association with the President, and the laudable work of your charity, we carefully reviewed your book to determine if there were some basis on which we could grant your request. I am sorry to have to advise you that we cannot do so. Please understand that our inability to approve a foreword by the President is in no way an adverse reflection on you or The Actors Youth Fund.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Joey Adams
The Actors Youth Fund
160 West 46th Street
Room 402-A
New York, NY 10036

THE WHITE HOUSE

WASHINGTON

September 16, 1983

MEMORANDUM FOR KATHLEEN OSBORNE
PERSONAL SECRETARY TO THE PRESIDENT

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

SUBJECT: Joey Adams Foreword

We have reviewed the copy of the book submitted by Joey Adams, and agree with Charley Shepherd that it would be inappropriate for the President to write a foreword for this particular book. Adams advised us that the book would be one on the uses of humor; in fact, it appears to be little more than a collection of one-liners, some rather tasteless.

If you approve, I will send the attached draft, which does not really address the problem we see, but turns it off. If you think it will be a problem with the President, I will discuss it with him or Mike.

cc: Michael K. Deaver

Attachment

FFF:JGR:aea 9/16/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

September 16, 1983

Dear Mr. Adams:

Some time ago you requested that the President write a brief foreword to a book you were writing on the uses of humor. We routinely decline such requests, however meritorious, on the basis of established White House policy of avoiding any involvement by the President in commercial endeavors. You advised our office, however, that all the proceeds of the book were to be donated to The Actors Youth Fund, and sent a draft of the book for our consideration.

The fact that the proceeds of the book will inure to the benefit of a worthy charity does not in itself alter the nature of the project as a commercial endeavor, since the book will still be marketed and sold. While rare exceptions are made, as a matter of policy we generally avoid Presidential endorsement of or association with specific charitable efforts. Since the President receives countless requests to support specific charities, and obviously cannot accept them all, fairness dictates that he generally adhere to a policy of declining such requests.

In light of your long association with the President, and the laudable work of your charity, we carefully reviewed your book to determine if there were some basis on which we could grant your request. I am sorry to have to advise you that we cannot do so. I wish I had a good "closing line" to gracefully advise you of this, but all I can say is please understand that our inability to approve a foreword by the President is in no way an adverse reflection on you or The Actors Youth Fund.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Joey Adams
The Actors Youth Fund
160 West 46th Street
Room 402-A
New York, NY 10036
FFF:JGR:aea 9/16/83
bcc: FFFielding/JGRoberts/Subj./Chron

THE WHITE HOUSE
WASHINGTON

September 16, 1983

MEMORANDUM FOR KATHLEEN OSBORNE
PERSONAL SECRETARY TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Joey Adams Foreword

We have reviewed the copy of the book submitted by Joey Adams, and agree with Charley Shepherd that it would be inappropriate for the President to write a foreword for this particular book. Adams advised us that the book would be one on the uses of humor; in fact, it appears to be little more than a collection of one-liners, some rather tasteless.

If you approve, I will send the attached draft, which does not really address the problem we see, but turns it off. If you think it will be a problem with the President, I will discuss it with him or Mike.

cc: Michael K. Deaver

Attachment

FFF:JGR:aea 9/16/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

September 16, 1983

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Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Joey Adams
The Actors Youth Fund
160 West 46th Street
Room 402-A
New York, NY 10036
FFF:JGR:aea 9/16/83
bcc: FFFielding/JGRoberts/Subj./Chron

THE WHITE HOUSE

WASHINGTON

September 14, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS

SUBJECT: Joey Adams Foreword

On June 24, Joey Adams asked the President to write a foreword to Adams' forthcoming book on humor. On July 12, we advised Kathy Osborne that such a foreword would contravene our policy of avoiding Presidential involvement in commercial enterprises, and submitted a draft letter to that effect to be sent to Adams. On July 21, Osborne replied that the President would like to make an exception to the policy if the proceeds were going to Adams' charitable organization, The Actors Youth Fund. I contacted Adams, who stated that all the proceeds would go to the Fund. On August 18, we so advised Osborne, and noted that we had no objection to the President authoring a foreword should he desire to do so. (N.B. - This is in fact an exception to the policy noted above, rather than outside its scope, since the fact that the proceeds are going to a charity does not alter the commercial nature of the book itself, which will be publicly marketed.) Adams sent us a draft of the book, which we sent on to Osborne on September 7. Osborne forwarded it to Charley Shepherd for drafting of a foreword.

After reading the "book," Shepherd advised Osborne that in his view the President should not write a foreword. Shepherd cited several objectionable jokes and described the book as "sleazy, tacky and tawdry." Osborne now asks for your thoughts, noting she "tends to agree" with Shepherd.

The book is really not as advertised by Adams, but rather a collection of often tasteless Henny Youngman - Don Rickles - Rodney Dangerfield one-liners. I agree that it would be inadvisable for the President to author a foreword to this work. The problem is that Adams, who, by the President's own account, has known the President "for many, many years," now fully expects a foreword, because he has agreed to donate all proceeds to The Actors Youth Fund. I have taken a stab at a very difficult letter, and a memorandum to Osborne.

Attachments

THE WHITE HOUSE

WASHINGTON

September 14, 1983

MEMORANDUM FOR KATHLEEN OSBORNE
PERSONAL SECRETARY TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Joey Adams Foreword

We have reviewed the copy of the book submitted by Joey Adams, and agree with Charley Shepherd that it would be inappropriate for the President to write a foreword for this particular book. Adams advised us that the book would be one on the uses of humor; in fact, it appears to be little more than a collection of one-liners. If you approve, I will send the attached draft.

Attachment

FFF:JGR:aea 9/14/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

September 14, 1983

Dear Mr. Adams:

Some time ago you requested that the President write a brief foreword to a book you were writing on the uses of humor. We routinely decline such requests, however meritorious, on the basis of established White House policy of avoiding any involvement by the President in commercial endeavors. You advised our office, however, that all the proceeds of the book were to be donated to The Actors Youth Fund, and sent a draft of the book for our consideration.

The fact that the proceeds of the book will inure to the benefit of a worthy charity does not in itself alter the nature of the project as a commercial endeavor, since the book will still be marketed and sold. While rare exceptions are made, as a matter of policy we generally avoid Presidential endorsement of or association with specific charitable efforts. Since the President receives countless requests to support specific charities, and obviously cannot accept them all, fairness dictates that he generally adhere to a policy of declining such requests.

In light of your long association with the President, and the laudable work of your charity, we carefully reviewed your book to determine if there were some basis on which we could grant your request. I am sorry to have to advise you that we cannot do so. Please understand that our inability to approve a foreword by the President is in no way an adverse reflection on you or The Actors Youth Fund.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Joey Adams
The Actors Youth Fund
160 West 46th Street
Room 402-A
New York, NY 10036

FFF:JGR:aea 9/14/83
bcc: FFFielding/JGRoberts/Subj./Chron

149840

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

☐ O - OUTGOING

☐ H - INTERNAL

☐ I - INCOMING

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

John

Name of Correspondent: Charley Shepherd

☐ MI Mail Report

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

Subject: Concurrence by Charley Shepherd
with Fielding that President should not
write foreward for book by Joey Adams to benefit
the Actors Youth Fund (memo to Kathy Osborne)

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CUH011</u>	<u>ORIGINATOR</u>	<u>83109113</u>		
<u>CUAT10</u>	<u>Referral Note:</u>	<u>Continuing Corresp.</u>		
	<u>D</u>	<u>83109113</u>	<u>S</u>	<u>83109123</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>			
		<u>1/1</u>		<u>1/1</u>
	<u>Referral Note:</u>			
		<u>1/1</u>		<u>1/1</u>

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I - Info Copy Only/No Action Necessary
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DISPOSITION CODES:

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FOR OUTGOING CORRESPONDENCE:

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

Comments:

Sep 7 83 JFF memo to Kathleen
Osborne attached

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.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

TO: Kathy Osborne
FROM: Charley Shepherd *CS*
DATE: September 12, 1983
RE: Request that President Write Foreward

I read the book which Joey Adams has written to benefit the Actors Youth Fund in preparation for writing a foreward for the President. After reading this material, I strongly recommend that we let Fred Fielding's July 12, 1983 rejection stand. Anne Higgins concurs.

Despite the non-commercial purpose of this book, I don't believe that the President should be associated with it for the following reasons:

- The book has an overall ambience of sleazy, tacky and tawdry.
- Many worthy projects requesting the President's assistance in fund-raising activities are turned down. (I believe that Counsel's Office did a memo on this at one time.)
- On page 9, the following "definition" appears. I find it totally objectionable and I interpret it as a completely derogatory remark, containing no humor whatsoever:

"CONSERVATIVE: He's not really a conservative -- the word is retarded."

I don't think that is funny. I don't believe the President would think that is funny. I also don't think that the conservatives who helped to elect the President would think that is funny.

Also, there is something very wrong with a so-called "joke" which uses the word "retarded." Retardation is a tragic medical problem which affects tens of thousands of American families. They might not think it is funny, either.

- On pages 46 and 47, there are two "jokes" which I have marked with pencil checks. They are not only derogatory to the President but also to Mrs. Reagan. They are very snotty "jokes."

I understand the President's wish to help this charity however, the Joey Adams book seems to be a very unsavory vehicle. Also, if the President does this, it will put him in a very bad position when we have to turn down other requests for very worthy causes. Surely, there may be another way to help this group -- perhaps a Presidential message for a benefit performance.