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Collection: Roberts, John G.: Files
Folder Title: JGR/President's Name, Likeness, Use of
(7 of 7)
Box: 43

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THE WHITE HOUSE

WASHINGTON

December 12, 1985

Dear Mr. Louis-Mac:

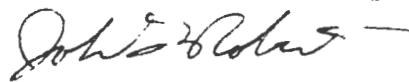
This is in response to your letter of November 30 to Counsel to the President Fred F. Fielding. In that letter you requested an authentic signature of the President for your personal collection.

I am sorry to advise you that we cannot grant your request. I hope you will understand that we are simply not able to respond to the many requests we receive from private collectors for items of this sort.

You indicate in your letter that you have received "mechanically reproduced" signatures in response to your previous requests. Such authorized signatures are fully valid.

I know you will be disappointed with this response, but I hope you will appreciate the reasons we cannot grant your request.

Sincerely,



John G. Roberts
Associate Counsel to the President

Mr. Josef Louis-Mac
3943 Van Buren Street
Minneapolis, MN 55421

PR00501

INCOMING

2

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

DISPOSITION

Completion
Date
YY/MM/DD

111

5 15, 12, 14

111

11

150

The Journal of Music.

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

C - Completed
S - Suspended

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

Comments:

501

369125 *aw*

3943 Van Buren Street
Minneapolis, Minnesota 55421
November 30, 1985

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

Dear Mr. Fielding,

Please forgive me for bothering you. I would like to ask you for your assistance in the following matter.

I am a 20 year old philographer. This has been a wonderful hobby and it has given me endless hours of joy.

My problem is that I have written to President Reagan over the past 2½ years for anything bearing a authentic signature. But I keep on receiving mechanically reproduced or secretarial signatures. Also, I have written to Vice President Bush, Attorney General Meese, Presidential aide Edward J. Rollings, Speaker O'Neill, Senators Durenberger and Boschwitz, and my representative Bill Frenzel. They were all unwilling to help me. I believe that they were unwilling to assist me.

I am appealing to you for your help. I wonder if you could send me anything bearing a authentic signature of the President. It could be anything like a letter, note, Christmas card, doodle, or a releasable document. I would dearly love to have it in my collection. Could you help me like a brother; in the eyes of God we are all brothers and sisters.

You are my last hope. I have given up getting anything that has a authentic signature of the President. If you can assist me in any way, I would be eternally grateful to you for your help. Enclosed is one of my favorite signatures, it is a letter bearing a authentic signature of the late President Eisenhower. This was given to me by Mrs. Bristol. Presidents Reagan and Eisenhower are my two most admired presidents of this century. My other president whom I very much admire is John Adams.

God bless you and your family. And I, like your self will remain a staunch supporter of President Reagan. Thank you kindly for taking the time to read this letter.

Yours sincerely

Josef Louis-Mac

Josef Louis-Mac

THE WHITE HOUSE

WASHINGTON

October 30, 1954

Dear Mrs. Bristol:

I want you to know how much I appreciate the work you did to help make my recent visit in Indianapolis both enjoyable and successful. You certainly deserve congratulations for doing such a splendid job on such short notice. And I know you feel sure that the results were worth the effort.

With many thanks again,

Sincerely,

A handwritten signature in dark ink, appearing to read "Dwight D. Eisenhower", with a long, sweeping horizontal stroke at the end.

Mrs. C. S. Bristol
President
Marion County Division
Indiana Political Workshop
3671 North Pennsylvania Street
Indianapolis, Indiana

THE WHITE HOUSE

WASHINGTON

January 27, 1986

Dear Ms. Lamb:

Thank you for your letter of January 16 to David B. Waller, requesting permission to include an excerpt from a letter from the President to your organization in a brochure you are preparing commemorating the 20th anniversary of the Friends of the Kennedy Center.

We have no objections to your proposed use of the excerpt. Please accept our congratulations and best wishes as the Friends complete two decades of service to the arts in America.

Sincerely,

Original signed by RAH

Richard A. Hauser
Deputy Counsel to the President

Ms. Susan T. Lamb
Friends of the Kennedy Center
Washington, D.C. 20566

RAH:JGR:aea 1/27/86

cc: FFFielding

RAHauser

✓JGRoberts

DBWaller

Subj

Chron

THE WHITE HOUSE

WASHINGTON

January 29, 1986

Dear Ms. Tursi:

Thank you for your letter of January 27 to Counsel to the President Fred F. Fielding. In that letter you requested permission to use the White House in a commercial for Mr. Good Buys, scheduled to air February 14-17.

We must decline to grant the permission you seek. Portraying the White House in a commercial of the sort you described presents the danger that viewers would be left with the false impression that the White House has endorsed Mr. Good Buys or the particular sale in question. This would contravene established White House policy and Section 235 of the Do's and Don'ts in Advertising Copy, published by the Council of Better Business Bureaus, Inc. A copy of the pertinent sections of this publication is enclosed for your information.

Thank you for raising this matter with us. I trust you will appreciate the reasons for our response.

Sincerely,

Original signed by RAH

Richard A. Hauser
Deputy Counsel to the President

Ms. Valencia H. Tursi
Lewis, Gilman & Kynett Inc.
1700 Market Street
Philadelphia, PA 19103

RAH:JGR:aea 1/29/86

bcc: FFFielding
RAHauser
JGRoberts
Subj
Chron

REFERENCES TO FEDERAL BUILDINGS

Office of the Counsel to the President

235 Following is a statement on references to the White House in advertising provided by the Office of the Counsel to the President November 1984.

REFERENCES TO THE WHITE HOUSE IN ADVERTISING

Neither the name nor the photograph or likeness of the White House should be used in advertising in any way that would suggest an endorsement or approval. If asked, the Counsel to the President would decline to give authorization for such use.

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414. [End of text]

Office of the Architect of the Capitol

235a Following is a statement on references to the Capitol and other congressional buildings provided by the Office of the Architect of the Capitol November 1984.

POLICY STATEMENT OF THE OFFICE OF THE ARCHITECT OF THE CAPITOL

Neither the name nor the photograph or likeness of the Capitol or other congressional buildings should be used in any advertising whatsoever. If asked, the Architect of the Capitol would decline to give authorization for such use.

Inquiries may be addressed to the Office of the Architect, U.S. Capitol Building, Washington, D.C. 20515; (202) 225-1200. [End of text]

National Park Service

235b The National Park Service, a bureau of the Department of the Interior, manages national park areas and historic properties throughout the country; use of properties under Park Service management in advertising is generally permissible. Those who want access for commercial purposes should contact the Office of Public Affairs, National Park Service, Department of the Interior, Washington, D.C. 20240; telephone (202) 343-6843 or (202) 343-7394.

Use of Historic Sites and National Monuments

Following is a statement on commercial use of historic sites and national monuments provided by the National Park Service June 1984.

COMMERCIAL USE OF NATIONAL HISTORIC SITES, MONUMENTS, OR MEMORIALS

While the use of buildings under management of the Park Service is generally permissible, written permit for commercial filming is required. The prospective advertisers or their agents should contact the Service's Office of Public Affairs at the address [listed above] to ar-

range shooting schedules compatible with visitors' needs and protection of park resources.

The Park Service encourages the portrayal of historic properties and national symbols in an appropriate manner. The Park Service manages a wide range of properties throughout the nation, including the Statue of Liberty, Mt. Rushmore, the Gateway Arch in St. Louis, and major monuments in Washington, D.C. Both the National Park Service and the Counsel to the President discourage the use of the White House in any form of commercial advertising. [End of text]

Federal Trade Commission

In a number of cases, the Federal Trade Commission (FTC) has ruled against advertising where there has been a stated or implied government approval or endorsement of a product or service. Unless there is a misleading representation of government endorsement or approval, FTC does not challenge representations of federal buildings in advertising.

235c

General Services Administration

The General Services Administration (GSA) establishes policy for and manages government buildings. Such buildings usually are identified by a GSA lobby plaque; federal office buildings and courthouses across the country are examples of GSA properties.

235d

GSA additionally is responsible for the operation and maintenance of the White House East and West Wings and the Old Executive Office Building; here GSA adheres to the policies established by the Park Service and the Counsel to the President. Additional information about GSA policies may be obtained from the agency's Public Information Office, GSA, Washington, D.C. 20405; telephone (202) 566-1231.

GSA Rules for Commercial Advertising

Printed below is the text of the Federal Property Management Regulations pertaining to the distribution of commercial advertising on GSA-controlled property and to on-site photography for commercial purposes. Under the rules, on-site photographs for advertising or commercial purposes may be taken with advance approval of the agency "occupying the space where the photographs are to be taken."

PUBLIC BUILDINGS AND GROUNDS (41 CFR 101-20.308 published at 46 FR 3525, Jan. 15, 1981; 41 CFR 101-20.310 published at 43 FR 29002, July 5, 1978)

§ 101-20.308 Soliciting, vending, and debt collection

Soliciting alms, commercial or political soliciting, and vending of all kinds, displaying or distributing commercial advertising or collecting private debts on GSA-controlled property is prohibited. This rule does not apply to (a) national or local drives for funds for welfare, health, or other purposes as authorized by the "Manual on Fund Raising Within the Federal Service," issued by

235d the U.S. Office of Personnel Management under Executive Order 10927 of March 18, 1961, and sponsored or approved by the occupant agencies; (b) concessions or personal notices posted by employees on authorized bulletin boards; (c) solicitation of labor organization membership or dues authorized by occupant agencies under the Civil Service Reform Act of 1978 (Public Law 95-454); and (d) a lessee, or its agents and employees, with respect to space leased for commercial, cultural, educational, or recreational use under the Public Buildings Cooperative Use Act of 1976 (Title 40, U.S. Code 490(a)(16)). Public areas of GSA-controlled property may be used for other activities permitted in accordance with Subpart 101-20.7.

§ 101-20.310 Photographs for news, advertising, or commercial purposes

Photographs may be taken in space occupied by a tenant agency only with the consent of the occupying agency concerned. Except where security regulations apply or a Federal court order or rule prohibits it, photographs for news purposes may be taken in entrances, lobbies, foyers, corridors or auditoriums when used for public meetings. Subject to the foregoing prohibitions, photographs for advertising and commercial purposes may be taken only with written permission of an authorized official of the agency occupying the space where the photographs are to be taken. [End of text]

USE OF THE NAME OR LIKENESS OF THE PRESIDENT OF THE UNITED STATES

Use of the President's Name or Likeness

236 President Reagan is adhering to a long-standing policy of refusing permission to use the name or likeness of the President of the United States, or of the First Lady, in advertising or commercial promotion in any way that suggests a connection between the President or First Lady and such advertising or promotion, notwithstanding the merits or reasons that accompany the request. The reproduction of the President's or First Lady's name or likeness for sale as such, or inclusion in an educational game, book, collection of portraits and/or biographies shall not be considered advertising or promotion if there is no indication or suggestion of endorsement or approval by the President or First Lady of a commercial product, service or enterprise.

The Counsel to the President has advised the Council of Better Business Bureaus, Inc. (CBBB) that exceptions to this rule, which has been adhered to by all Presidents, can be granted only after a request in writing has been submitted to and approved by the Counsel to the President.

The policy applies with equal force to the use of the name or likeness of the President, or of the First Lady, for any promotion or similar publicity purposes. The only instances where permission has been granted have been in connection with fund-raising campaigns sponsored by the Federal Government, or conducted under government auspices, such as those of the American National Red Cross. Even to such organizations, no overall permission is granted. Each individual case must be brought to the attention of the White House for approval and such exceptional cases could be considered only on their individual merits.

Exception may also be made with respect to advertisements promoting books or articles about the President authored by him or radio-TV programs featuring him, but only if such advertisements are submitted to the Counsel to the President for approval in advance.

This procedure must also be followed in connection with similar advertisements proposing to make use of the name or likeness of the First Lady. (See also 2-394 and 16-415.)

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

Use of the Presidential Seal

It is not permissible to use the Seal of the President of the United States in advertising copy. The Presidential Seal may be used only as authorized by Federal statute or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972).

Use of the Vice President's Name or Likeness

Counsel to Vice President Bush has informed the Council of Better Business Bureaus that the Vice President and his family would ask that their names and likenesses not be used for advertising commercial enterprises. The Vice President has adopted exactly the same policy on use of his or his family name or likeness as maintained by the President.

Council of Better Business Bureaus' Recommendations

The Council of Better Business Bureaus recommends to advertisers and advertising agencies that if any use of the President's or Vice President's name or likeness, or those of their families, office or staff, or of the Presidential Seal, is contemplated for advertising or commercial purposes, it be submitted in advance to the Counsel to the President or Vice President for approval.

CBBB recommends to media that they require all advertisers offering advertising which uses the name or likenesses of the President, Vice President, their offices, seals or staff, or members of their families, to submit evidence of authorization of such use.

236a

236b

236c

THE WHITE HOUSE

WASHINGTON

January 29, 1986

MEMORANDUM FOR RICHARD A. HAUSER

FROM:

JOHN G. ROBERTS



SUBJECT:

Request to Use White House in Commercial

An advertising agency has requested permission to use the White House in an audio and visual commercial for the Mr. Good Buys President's Day sale. The incoming asserts that the use "would not imply an endorsement by the White House," but there is no way for us to judge that for ourselves. In any event, any use of the White House in such a commercial carries the danger of a false impression of endorsement, if not of the product or company itself then of the particular sale or promotion. Accordingly, I have prepared the attached standard reply, denying permission to use the White House in this commercial promotion.

Attachment

THE WHITE HOUSE

WASHINGTON

January 29, 1986

Dear Ms. Tursi:

Thank you for your letter of January 27 to Counsel to the President Fred F. Fielding. In that letter you requested permission to use the White House in a commercial for Mr. Good Buys, scheduled to air February 14-17.

We must decline to grant the permission you seek. Portraying the White House in a commercial of the sort you described presents the danger that viewers would be left with the false impression that the White House has endorsed Mr. Good Buys or the particular sale in question. This would contravene established White House policy and Section 235 of the Do's and Don'ts in Advertising Copy, published by the Council of Better Business Bureaus, Inc. A copy of the pertinent sections of this publication is enclosed for your information.

Thank you for raising this matter with us. I trust you will appreciate the reasons for our response.

Sincerely,

Richard A. Hauser
Deputy Counsel to the President

Ms. Valencia H. Tursi
Lewis, Gilman & Kynett Inc.
1700 Market Street
Philadelphia, PA 19103

RAH:JGR:aea 1/29/86

bcc: FFFielding
RAHauser
JGRoberts
Subj
Chron

380154

ID #

CU

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

PR014-09

☐ OUTGOING☐ INTERNAL☐ INCOMINGDate Correspondence
Received (YY/MM/DD) 1 1Name of Correspondent: Valencia H. Jursi☐ MI Mail Report

User Codes: (A) _____ (B) _____

Subject: Request to use White House in
Commercial

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)

Action
CodeTracking
Date
YY/MM/DDType
of
Response

Code

Completion
Date
YY/MM/DDCUHOLL

ORIGINATOR

UTD1128Post 18

Referral Note:

In Red Signature

Referral Note:

8610129Q 5 8610209

Referral Note:

Referral Note:

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
- NS - Non-Special Referral
- C - Completed
- S - Suspended

FOR OUTGOING CORRESPONDENCE:

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

Comments: Mr. Good Bays

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.

January 27, 1986

Mr. Fred Fielding
Counsel to President
WHITE HOUSE - 2nd Floor - West Wing
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mr. Fielding:


Confirming our conversation with Ann Bockbill of White House Media Relations, we are requesting permission to use the White House in a President's Day Sale commercial for Mr. Good Buys, a regional home improvement center chain.

The audio and visual in the commercial would not imply an endorsement by the White House, nor would there be any implication of product usage. The commercial would air in Philadelphia and Baltimore 2/14/86 through 2/17/86.

For your convenience we have attached a property release form to be executed by you and returned; but in order to expedite matters, please call with a verbal approval.

Your cooperation and prompt attention to this matter will be greatly appreciated.

Very truly yours,


Valencia H. Tursi
Broadcast Business Manager

VHT/dmr

PROPERTY RELEASE

For good and valuable consideration, receipt whereof is hereby acknowledged, I(we) hereby agree as follows:

1. For a period of 30 days from this date, Mr. Good Buys ("Client"), its agents, including Lewis, Gilman & Kynett, Inc. ("Agency"), and its and their respective licensees, successors and assigns (herein collectively called "licensees") may utilize for purposes of advertising and promotion of Home Improvement (product or service), photographs or other renderings of the property which is described below (hereinafter referred to as the "property"), together with or without any description of the property. The licensees may use same in any and all media of advertising and promotion and may copyright material containing same.
2. The licensees shall be without liability to me (us) for any distortion of or illusionary effect resulting from the publication of any photograph or other rendering of the property.
3. The licensees are not required to submit any proposed advertisement or promotional material utilizing the property to me(us) for approval.
4. This license does not in any way conflict with any existing commitments on my(our) part.
5. I(we) warrant and represent that (I)we have not heretofore authorize (which authority is still in effect), nor will I(we) authorize or permit for 30 days from this date, the use of the property in connection with advertising and/or promotion of any product or service competitive to or incompatible with products or services of Home Improvements.

6. Nothing herein contained shall constitute an obligation on the licensees to make use of the property.

7. The undersigned warrants and represents that he is (they are) the sole and exclusive owner(s) of the property described below or otherwise authorized to grant the rights and make the agreements set forth herein with respect to the use thereof.

DESCRIPTION OF PROPERTY:

Witness

Address

Witness

Address

Address

Address

THE WHITE HOUSE

WASHINGTON

March 11, 1986

MEMORANDUM FOR DIANNA G. HOLLAND

FROM:

JOHN G. ROBERTS 

SUBJECT:

Possible Fraud Involving First
Lady's Photograph

Jane Erkenbeck called on March 7 to request our office to follow up on a call she received concerning a "beautiful baby contest" being sponsored by the "National Council of Drug Abuse." Promotional material used by this organization features the First Lady's photograph, but her office is unfamiliar with the organization. The Attorney General's office in Jefferson City, Missouri, believes that the National Council may be a fraudulent organization, and raised the matter with the First Lady's staff. The Council lists an office at 233 15th Street, S.E., Washington, D.C., telephone 675-4405, but the address is simply a post office box. Mark Rhodes, Administrative Assistant for the Missouri Attorney General, may be contacted at (314) 751-8851 for details.

The foregoing is referred to you for staffing.

THE WHITE HOUSE

WASHINGTON

April 3, 1986

MEMORANDUM FOR DIANNA G. HOLLAND

FROM:

JOHN G. ROBERTS



SUBJECT:

Request for Mrs. Reagan to Contribute to an
Anthology being Published to Raise Funds
for the National Society for the Prevention
of Cruelty to Children

This correspondent asked if the President would endorse her charitable fundraising efforts; Mr. Fielding declined, citing the usual reasons, by letter dated September 5, 1984. She wrote back asking if Mrs. Reagan could assist her, stating "if the same reasons...apply to Mrs. Reagan, please don't bother to reply." They do and we did not.

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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

Name of Correspondent: Jenny Bonte☐ MI Mail Report

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

Subject: Asking Mrs. Reagan to contribute a letter for an anthology to be published to raise funds for the National Society for the Prevention of Cruelty to Children

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>WHolland</u>	<u>ORIGINATOR</u>	<u>84/11/26</u>			<u>1 1</u>
<u>CVAT 18</u>	<u>Referral Note:</u>	<u>84/11/26</u>		<u>5</u>	<u>84/12/06</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>

ACTION CODES:

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

- 1 - 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.

NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN

Patrons: Her Majesty the Queen, Her Majesty Queen Elizabeth the Queen Mother
President: HRH The Princess Margaret, Countess of Snowdon

277790CW

1 RIDING HOUSE STREET LONDON W1P 8AA Tel: 01-580 8812

Director: Dr. Alan Gilmour MB BS FRCS GP

Reply to
adeley Dwy.

Letter from A child anthology.

23.10.84.

Dear Mr. Felding,

Thank you so much for your
kind letter of September 5th.

We of course understand
the vast number of demands made upon
the President by various charities & his reasons
for being unable to supply us with a letter.

However — as you appeared
so sympathetic, I am taking a huge
liberty in asking you if you feel there
would be any purpose in our approaching
Mrs. Reagan with our request?



NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN

11, BEDFORD SQUARE

LONDON, W.C.2

Patrons: Her Majesty the Queen, Her Majesty Queen Elizabeth the Queen Mother
President: HRH The Princess Margaret, Countess of Snowdon

We are working on an Anthology of letters from children, in order to raise money for the National Society for the Prevention of Cruelty to Children (NSPCC).

Contributions so far, include a letter written by Her Majesty the Queen when she was eight, a letter to Her Royal Highness the Princess of Wales from one of her ex-pupils, Sir Winston Churchill's first letter to his mother and many others.

We would be most grateful if you would donate a letter - ideally one of your childhood letters, or perhaps a letter written by a child to you.

Whilst we hope to generate a substantial sum for the society we also hope to illustrate the two extremes of childhood.

"You cannot imagine what a Queen of the Earth I was when I was twelve years old....

Oh how you would have loved me.

And how I miss myself"

Colette

"One never recovers from one's childhood"

Leon Paul Farque

ARDELEY BURY
NEAR STEVENAGE
HERTFORDSHIRE

THE WHITE HOUSE

WASHINGTON

September 5, 1984

Dear Ms. Poute:

Thank you for your letter to the President, requesting that he submit a letter he wrote as a child, or a letter to him from a child, for inclusion in an anthology to be published to raise funds for the National Society for the Prevention of Cruelty to Children. I must advise you that we cannot comply with your request.

The White House adheres to a policy of generally not approving the use of Presidential memorabilia in connection with fundraising efforts, however laudable those efforts might be. This policy is necessary for several reasons. The White House is not able to monitor the activities of particular charitable organizations, which would be necessary to some extent were the President to lend his name to an organization. In addition, acceding to some requests for Presidential participation in private charitable fundraising would inevitably generate countless similar requests. The President could not, of course, grant all such requests, and out of fairness he has been compelled to deny them all.

I hope you will understand the reasons we must take this position, and also understand that it in no sense constitutes an adverse reflection on your organization. Best of luck with your worthy efforts. I am sorry our response could not be more favorable.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Ms. Jenny Poute
National Society for the
Prevention of Cruelty to Children
Ardeley Bury, Near Stevenage
Hertfordshire, Walkern 458


FFF:JGR:aea 9/5/84
bcc: FFFfielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

April 11, 1986

MEMORANDUM FOR THE FILE

FROM: JOHN G. ROBERTS 
SUBJECT: Silver Medallion made by Jerry Adams
which Depicts the President

The Gift Unit referred to me for any appropriate action a hand-made silver medallion sent to the President, depicting a profile of the President on one side and the White House on the other. The item has already been appropriately processed by the Gift Unit, but that office was concerned about possible copies and marketing of the same.

I recommend no response. There is nothing we can do to prevent people from creating commemorative items such as this, nor do these items raise the problem of commercial endorsement by the President. The President's likeness is not associated with a separate commercial product -- the likeness itself is the product, and therefore does not suggest an endorsement. Were we to object to this we would also be required to object to the countless plates sold on the Mall with the President's likeness, and even to postcards of the President.

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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

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

Name of Correspondent: John H. H. H. H.

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

Subject: Silver medalion made by Jerry Adams which depicts 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>CUHALL</u>	<u>ORIGINATOR</u>	<u>85/12/23</u>			<u>1/1</u>
<u>Post 18</u>	<u>Referral Note:</u>	<u>Do 85/12/26</u>	<u>S</u>	<u>86/1/10</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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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.

WHITE HOUSE GIFT UNIT

ID 8593825 A INITIALS JEH

LOGGED 851219 ARRIVAL 851219
ARRIVAL FORM M MAIL ROOM

DONOR P GENERAL PUBLIC
PREF MR.
NAME JERRY R. ADAMS

ADDR 5552 BURNETT STREET

CITY EUGENE ST OR ZIP 97402

ACKNOWLEDGE BY XX FORM FFF DATE 851219

INTEND P PRESIDENT
CATEGORY 0803
COINS

DESCRIP A .999 FINE SILVER MEDALLION MADE BY DONOR WHICH DEPICTS THE
PRESIDENT.

FLAG NA

DISP OH OTHER
REMARK FORWARDED AS PART OF CORRESPONDENCE.

TOTVALU 0000000 GIFTS A

Jerry R. Adams
5552 Burnett St.
Eugene, Oregon 97402

Ronald W. Reagan
1600 Pennsylvania Ave.
Washington, D.C.

Dear Mr. President,

My name is Jerry Adams and I would like to give to you this medalion I have engraved especially for you. I hope you will except this Christmas gift as a token of appreciation for the fine work you are doing in guiding our country as President.

I admire you in standing for truth, honesty and justice in our country. I see you striving to help those who truly need help. Leading those who have lost there way and resisting those who would try to tear down what many in this country have lived for and died for. That is freedom, justice, and liberty for all the poeple of this great nation. I hope you will continue in this course of leadership which this country so desperately needs.

I see your job as President as a demanding one. A job that requires all the strength and abilities you posses. I would like to remind you that you have God our Father in heaven allways beside you and with you. Call apoon the Lord to give you strength, wisdom and guidance. I have prayed to the Lord and asked him to help you in serving our country. I see my prayers being answered in each passing day. Hold strong to the ideals you grew up with. The ideals this country was founded on and you will succeed.

I do hope you will accept this medalion I have made. The engraving work was all done free hand on my kitchen table in my home here in Eugene Oregon. The metal is .999 fine silver which was pressed by the dies I made with a hydraulic press at my work place were I'm a steel fabricator and welder.

The inscription on the reverse reads " America's Heritage " which I used to represent our nations Presidential Heritage of exceptionally strong and dedicated men like you serving our country as President of the United States of America. Thank you for serving our country so well.

May God Bless You
Jerry R. Adams

THE WHITE HOUSE

WASHINGTON

December 20, 1985

371736

MEMORANDUM FOR FRED F. FIELDING
COUNSEL TO THE PRESIDENT

FROM:  JOHN E. HILBOLDT
DIRECTOR, GIFT UNIT

SUBJECT: Presidential Likeness

The attached correspondence and gift medallion bear a likeness of the President. Since the writer mentions a "dye" of thie item, we assume you would prefer to respond appropriately.

Thank you.