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Collection: Roberts, John G.: Files
Folder Title: JGR/Seal of the President
(8 of 9)
Box: 49

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WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

Withdrawer

File Folder

JGR/SEAL FO THE PRESIDENT (8 OF 9)

MJD 8/30/2005

FOIA

Box Number

49

F05-139/01

COOK

30MJD

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions	
1	MEMO	JOHN ROBERTS TO FRED FIELDING RE VIOLATION OF 18 U.S.S SECTION 713 (A) (OPEN IN WHOLE)	1	9/13/1985	B6 B7(C)	952

COPY - Reagan Presidential Record

Freedom of Information Act - [5 U.S.C. 552(b)]

- B-1 National security classified information [(b)(1) of the FOIA]
- B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- B-3 Release would violate a Federal statute [(b)(3) of the FOIA]
- B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

E.O. 13233

C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE

WASHINGTON


January 30, 1985

Dear Ms. Young:

Thank you for your letter of January 29 to Counsel to the President Fred F. Fielding. In that letter you requested clearance to reproduce the Seal of the President in the Department of State Bulletin. The Seal would appear alongside the text of the President's Second Inaugural Address.

This office has no objection to your contemplated use of the Seal. Thank you for raising this matter with us.

Sincerely,



John G. Roberts
Associate Counsel to the President

Ms. Phyllis A. Young
Editor, Department of State
Bulletin
United States Department of State
Washington, D.C. 20520

FE004

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

sg

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

Name of Correspondent: Phyllis A. Young

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

Subject: Requests clearance to reproduce the Presidential Seal in the Department of State Bulletin

ROUTE TO:		ACTION	DISPOSITION		
Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response Code	Completion Date YY/MM/DD
<u>W Holland</u>		ORIGINATOR	<u>8510130</u>		<u>1/1</u>
<u>WAT18</u>		Referral Note: <u>R</u>	<u>8510130</u>	<u>S</u>	<u>8510210</u>
		Referral Note:			
		Referral Note:			
		Referral Note:			
		Referral Note:			

ACTION CODES:

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet
- E - 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: Su ID # 094973CW

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



~~094973W~~
United States Department of State

Washington, D.C. 20520

?

January 29, 1985

Mr. Fred F. Fielding
Counsel to the President
The White House

287544 CU

Dear Mr. Fielding:

Your letter of August 17, 1982, requested that I obtain advance clearance to reproduce the Presidential seal in the Department of State Bulletin, the official record of U.S. foreign policy.

The March 1985 issue will open with the President's inaugural address. Enclosed is a sample page showing where the seal would be placed.

To meet our printing schedule, I would be most grateful for your authorization to use the Presidential seal by February 15, 1985. My telephone number is 632-0713.

Sincerely,

Phyllis A. Young

Phyllis A. Young
Editor

Department of State Bulletin
Bureau of Public Affairs

Enclosure:
As stated.



Inaugural Address

Paths Toward Peace: Deterrence and Arms Control

by President Reagan

*Address to the nation
broadcast from the White House,
November 22, 1982.¹*

The week before last was an especially moving one here in Washington. The Vietnam veterans finally came home once and for all to America's heart. They were welcomed with tears, with pride, and with a monument to their great sacrifice. Many of their names, like those of our Republic's greatest citizens, are now engraved in stone in this city that belongs to all of us. On behalf of the nation, let me again thank the Vietnam veterans from the bottom of my heart for their courageous service to America.

Seeing those moving scenes, I know mothers of a new generation must have worried about their children and about peace. And that's what I would like to talk to you about tonight—the future of our children in a world where peace is made uneasy by the presence of nuclear weapons.

A year ago I said the time was right to move forward on arms control. I outlined several proposals and said nothing would have a higher priority in this Administration. Now, a year later, I want to report on those proposals and on other efforts we are making to insure the safety of our children's future.

The prevention of conflict and the reduction of weapons are the most important public issues of our time. Yet, on no other issue are there more misconceptions and misunderstandings. You, the American people, deserve an explanation from your government on

what our policy is on these issues. Too often the experts have been content to discuss grandiose strategies among themselves and cloud the public debate in technicalities no one can understand. The result is that many Americans have become frightened, and, let me say, fear of the unknown is entirely understandable. Unfortunately, much of the information emerging in this debate bears little semblance to the facts.

To begin, let's go back to what the world was like at the end of World War II. The United States was the only undamaged industrial power in the world. Our military power was at its peak, and we alone had the atomic weapon. But we didn't use this wealth and this power to bully; we used it to rebuild. We raised up the war-ravaged economies, including the economies of those who had fought against us. At first, the peace of the world was unthreatened, because we alone were left with any real power, and we were using it for the good of our fellow man. Any potential enemy was deterred from aggression because the cost would have far outweighed the gain.

As the Soviets' power grew, we still managed to maintain the peace. The United States had established a system of alliances with NATO as the centerpiece. In addition, we grew even more respected as a world leader with a strong economy and deeply held moral values. With our commitment to help

THE WHITE HOUSE

WASHINGTON

February 28, 1985

Dear Ms. Naylor:

This is written in response to your letter of February 25 to Dianna G. Holland. In that letter you requested a copy of the Seal of the President. The Seal would be used in the reproduction of a Presidential message to be distributed by the National Endowment for the Arts.

This office has no objection to your contemplated use of the Seal. The permitted uses of the Seal are limited by law, 18 U.S.C. § 713, but the Seal may be used, after clearance by this office, to accompany a Presidential message. A copy of the Seal is enclosed. The Seal may be reproduced and used only for the limited purpose described in your letter.

Thank you for your inquiry.

Sincerely,



John G. Roberts
Associate Counsel to the President

Ms. Jan Naylor
National Endowment for the Arts
1100 Pennsylvania Avenue, N.W.
Washington, D.C. 20506

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

FE004

12-1-11

- O - OUTGOING
 - H - INTERNAL
 - I - INCOMING
- Date Correspondence Received (YY/MM/DD) 1-1-11

Name of Correspondent: Jan Raylan

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

Subject: Requests a camera ready black & white copy of the Presidential Seal to be used in the reproduction of a Presidential message which will appear in 15,000 publications in San Francisco Bay area.

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD
<u>CU HOLL</u>	<u>ORIGINATED</u>	<u>85102126</u>
<u>CUAT 18</u>	<u>R</u>	<u>85102127</u>
		<u>S 85103111</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.

NATIONAL
ENDOWMENT
FOR
THE ARTS

WASHINGTON
D.C. 20506



A Federal agency advised by the
National Council on the Arts

February 25, 1985

297498 *CU*

Dianna G. Holland
The White House
2nd Floor, West Wing
Washington, D.C. 20500

Dear Dianna:

As I explained in our conversation today, I would like to acquire camera ready copy in black and white of the Presidential seal. I may technically be requesting the coat of arms, but I have enclosed a sample for clarification. After talking to Mr. Gambil in graphics, I understand that I require clearance from your office.

The seal will be used in the reproduction of a Presidential message which is to appear in 15,000 publications we are printing in the San Francisco Bay Area. The message compliments a pilot partnership effort the National Endowment for the Arts fostered with the corporate, cultural, and civic communities of the Bay Area.

The designer for the publication asked me to acquire the graphics for a higher quality reproduction. We plan on beginning the printing on Monday, March 4, so your assistance in expediting this request is most appreciated. If possible, I would like to be able to express mail the seal to San Francisco in the next couple days. I can be reached at 682-5410 if you have any questions.

Thank you for your help. It is deeply appreciated.

With best regards,

Jah Naylor
Jah Naylor
Development Officer

Attachments

THE WHITE HOUSE
WASHINGTON

September 28, 1984

I am delighted to join with the National Endowment for the Arts in saluting San Francisco for its Achievements in the Arts and for its exemplary community spirit. Your strong investment in the advancement of culture in your community not only enhances the quality of life for your citizenry but benefits your economic development as well. The arts contribute to the memory of what has gone before and provide much of the joy and celebration of the present. The industry and commerce of your city are its sinews; the arts are its soul.

You have worked hard, and you have exhibited pride and leadership in developing a creative partnership among your civic, corporate and cultural communities. This model of mobilizing financial and volunteer support can serve as an example and be of benefit to cities across the country. The diversity of your artistic activity and the innovative attempts to meet the needs of your arts organizations clearly demonstrate how the public and private sectors are working together to enrich the great city of San Francisco. I especially want to congratulate you on the success of your Arts Loan Fund, which addresses the economic needs of your arts organizations.

Nancy and I congratulate you and send our best wishes for your continued success.

A handwritten signature in cursive script that reads "Ronald Reagan". The signature is written in dark ink and is positioned at the bottom right of the page.

NATIONAL
ENDOWMENT
FOR
THE ARTS

WASHINGTON
D.C. 20506



A Federal agency advised by the
National Council on the Arts

THE CITY BROCHURE INITIATIVE

The National Endowment for the Arts through the Office for Private Partnership has undertaken a new initiative to produce a city arts publication in pilot cities across the country. This project is designed to bring together the civic, corporate and arts communities to jointly produce a publication which highlights the arts in their community.

The general purpose of this effort is to: increase local awareness and support of the arts, provide each city with a marketing tool for increased tourism and convention business, increase private sector support for the arts, and provide models for other cities.

The National Endowment for the Arts will make a very modest commitment of funds in each city to contract with a local researcher/writer. In addition, the Office for Private Partnership will work with the cities to secure the funding and in-kind services necessary to complete the production of the publications. Once each city brochure is completed, there will be a formal announcement made in tandem with a 1-3 day city celebration of the arts. At this time, the local contributors to the arts will host non-givers during the announcement phase to encourage and solicit their support of local arts organizations and projects.

The cities involved in this pilot project are San Francisco, Philadelphia, Jacksonville, and Houston. Each city will provide a slightly different approach and subsequent model in this initiative.

The San Francisco publication will incorporate the arts in the Bay Area with a very strong emphasis on tourism. The U.S. Travel and Tourism Administration of the Department of Commerce has agreed to translate the finished product into appropriate languages for distribution abroad. In addition, a slide presentation is being produced to solicit new and increased corporate and private sector support for the arts.

Philadelphia has chosen to make a substantial effort to broaden its tourism outreach and to heighten the local awareness of its cultural amenities. In addition there is a commitment from the U.S. Department of Labor for their Private Industry Council's involvement in providing summer apprenticeships for talented young artists to participate in creating various parts of the publication.

More intensive national marketing will be one of the primary objectives of the city of Jacksonville in its publication effort. In the words of Mayor Godbold, "The cultural and economic development of Jacksonville go hand in hand. This City Brochure will make an excellent marketing

tool to sell tourists and prospective new industries alike on the great variety of artistic activities in Jacksonville. It will also demonstrate how the public and private sectors are working together to make it all happen."

Houston recognizes the great potential in this publication effort to increase private sector support for the arts. This publication will place a strong emphasis on encouraging new support for the arts, and a slide presentation will be produced in conjunction with the brochure to be utilized by local arts organizations and institutions to develop new donors to their arts activities.

SEAL FILE

To John
Date 3/8 Time 10:10

WHILE YOU WERE OUT

M Dick Bobnick
of _____
Phone 612/831-6313
Area Code Number Extension

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	<input checked="" type="checkbox"/>
CALLED TO SEE YOU	<input checked="" type="checkbox"/>	WILL CALL AGAIN	<input checked="" type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	URGENT	<input type="checkbox"/>

RETURNED YOUR CALL

Message re: Seal use
constituent of
Sen. Baschwitz.

NO
3-8-85

gen
Operator

THE WHITE HOUSE

WASHINGTON

May 1, 1985

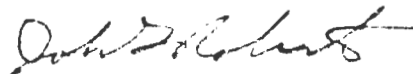
Dear Mr. Shearer:

Thank you for your letter of April 25 to Deputy Assistant to the President for Administration Christopher Hicks. In that letter you noted that your client recently purchased a limousine used by former President Johnson. One of the windows bearing the Seal of the President (not the Seal of the United States) was cracked, and you requested assistance in obtaining a copy of the Seal for use in a replacement window.

The permitted uses of the Seal of the President are limited by law. Title 18 of the United States Code, Section 713, prohibits any use of the Seal except in accordance with regulations promulgated by the President. Those regulations are embodied in Executive Order 11649, as amended. I have enclosed for your information copies of the pertinent statute and regulations.

You will note that your contemplated use of the Seal is not among the permitted uses. Accordingly, we cannot grant permission to you or your client to reproduce the Seal.

Sincerely,



John G. Roberts
Associate Counsel to the President

Timothy J. Shearer, Esquire
1000 Connecticut Avenue, N.W.
Suite 1200
Washington, D.C. 20036

To John
Date 5/14 Time 10:30

WHILE YOU WERE OUT

M Jim Shearer
of _____
Phone 768-7050

Area Code Number Extension

TELEPHONED	PLEASE CALL	
CALLED TO SEE YOU	WILL CALL AGAIN	
WANTS TO SEE YOU	URGENT	

RETURNED YOUR CALL

Message re: May 1 ltr.
re: ltr.

Crest Seal

Jim
Operator

THE WHITE HOUSE

WASHINGTON

May 3, 1985

Dear Ms. Douglas:

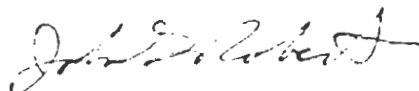
Congressman Snyder's office has advised us of your interest in obtaining a copy of the Seal of the President for use in a history class display.

The permitted uses of the Seal are regulated by law. Title 18 of the United States Code, Section 713, prohibits use of the Seal except in accordance with regulations promulgated by the President. Those regulations are embodied in Executive Order 11649, as amended. I have enclosed a copy of the pertinent statute and regulations for your information.

You will note that the Executive Order permits use of the Seal "in libraries, museums, or educational facilities incident to descriptions or exhibits relating to seals, coats of arms, heraldry, or the Presidency or Vice Presidency." Your contemplated use appears to fall within this category, and accordingly I am happy to enclose a copy of the Seal for this purpose. I must caution that the Seal may only be used in the described manner, and not for any other purpose.

Thank you for your inquiry, and best of luck with the history project.

Sincerely,



John G. Roberts
Associate Counsel to the President

Ms. Kay Douglas
Route 2, Box 69
Eminence, KY 40019

cc: Congressman M.G. (Gene) Snyder

THE WHITE HOUSE

WASHINGTON

July 17, 1985

Dear Ms. Bartash:

This is written in reply to your letter of July 10 to Carol Greenawalt of the White House Photography Office. In that letter you requested a photograph of the Seal of the President to use on the cover of the Presidential Dinner Program for your 1985 National Leadership Conference.

The permitted uses of the Seal of the President are limited by law. Pursuant to 18 U.S.C. § 713, it is unlawful for anyone to reproduce the Seal except in accordance with regulations promulgated by the President. Those regulations are embodied in Executive Order 11649. I have enclosed for your information a copy of the pertinent statute and regulations.

Your contemplated use of the Seal does not fall within any of the categories of permitted uses, and accordingly we cannot grant your request.

I am sorry our response cannot be more favorable, but I am confident that your upcoming Conference and the Presidential Dinner will nonetheless be a great success.

With best wishes,

Sincerely,



John G. Roberts
Associate Counsel to the President

Ms. Ana Bartash
Associate Director, Republican
National Hispanic Assembly
310 First Street, S.E.
Washington, D.C. 20003

THE WHITE HOUSE
WASHINGTON

July 15, 1985

John--

This RNC group is asking to use the seal on the cover of their program...I told them it had to be decided at your level and that I was forwarding the request to you.

Thank you for your help.



Carol Greenawalt
Photo Editor



Republican National Hispanic Assembly

July 10, 1985

Mrs. Carol Greenwalt
Photo Office
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Chairman
Dr. Fernando E.C. DeBaca

Co-Chairmen
Jose Dapena Thompson
George J. Adams

Vice Chairmen
Northeast
Maria D. Garcia, M.D.

Southeast
Pablo Gomez

Atlantic
Luis Queral, M.D.

South Central
Nestor Navarro

Midwest
Francisco M. Vega

Mountain
George Martinez

West
Alfred R. Villalobos

Caribbean
Raymond Catala Fonfrias, Esq.

Secretary
Yolanda Ruiz

Assistant Secretary
Cecilia Martinez Salazar

Treasurer
Rafael Franchi

Assistant Treasurer
Judy Reedman

Comptroller
Joseph Pena

General Counsel
Aida Casanas O'Connor, Esq.

Dear Mrs. Greenwalt:

At this time we are designing the Presidential Dinner Program for our 1985 National Leadership Conference which will be held on September 15-18. We would like to use the Presidential Seal on the front cover of the program.

I am requesting a color picture of the Presidential Seal to sketch and give the printer. I would appreciate it if you could send the photo as soon as possible.

Thank you so much for your cooperation and assistance. We look forward to hearing from you soon.

Sincerely,


Ana Bartash
Associate Director

AB:db

THE WHITE HOUSE
WASHINGTON

September 13, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 
SUBJECT: Violation of 18 U.S.C. § 713(a)

The attached was received in the mail by a friend of a friend. It is the clearest example of a violation of 18 U.S.C. § 713(a) I have run across in my three years here. The Great Seal is clearly being used "for the purpose of conveying, or in a manner reasonably calculated to convey, a false impression of sponsorship or approval by the Government of the United States..." Even without the Seal, the solicitation -- "A Reminder from the President," return address "Office of the President," with donor categories of "Cabinet," "Ambassador," "Senate," "Congressional," "Commission;" and "Constituent" -- clearly constitutes a fraudulent effort to create the impression of official Presidential sanction.

I am sending this over for staffing. I sincerely think that we should consider referring this to the Department of Justice for prosecution.

Attachment

A Reminder from the President

My Fellow Americans:

Perhaps you have overlooked, or laid aside for further consideration, my appeal on behalf of the Visiting Nurse Association/Home Health Services of Montgomery County and Vicinity.

Well. . . I hope you can take a moment now to write your tax-deductible check to "VNA/HHS" and return it in this handy envelope.

It is our duty to make people feel better and I guarantee you, your gift will make you feel better too.

Sincerely,

William F. Windsor

Dear Mr. President:

Please find enclosed my gift in the amount of \$_____.

___ \$1,000 CABINET; ___ \$500 AMBASSADOR; ___ \$100 SENATE;

___ \$50 CONGRESSIONAL; ___ \$25 COMMISSION; ___ \$10 CONSTITUENT

Detach here  and enclose with check in envelope below

THANK YOU FOR CARING!

397036



Office of the President

P. O. BOX 912

NORRISTOWN, PENNSYLVANIA 19401

IDENTIFICATION
GENERAL MAILING

12016

JOSEPH MURRAY
3113 NORTH WALES ROAD
NORRISTOWN PA 19403

*Reminder
from the
President*

J



Office of the President
P.O. BOX 912
NORRISTOWN, PENNSYLVANIA 19401

Non Profit Organization
U. S. POSTAGE
PAID
Permit No. 775
Norristown, Pa.

THE WHITE HOUSE

WASHINGTON

October 2, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM:

JOHN G. ROBERTS 

SUBJECT:

Use of Presidential Seal by the
Ronald Reagan Presidential Foundation

Attached is a letter for your signature to Gary Jones, Executive Director of the Ronald Reagan Presidential Foundation, advising that the Foundation may not use the attached Seal. The Seal is the Presidential Seal, with "Ronald Reagan Presidential Foundation" substituted for "Seal of the President of the United States." (The Foundation's Seal also has a single star dividing the words, as opposed to the two dashes on the Presidential Seal. This may offend the Supreme Court, which uses the single star in the same location on its seal, to recall the Constitution's establishment of "one supreme court.")

Use of the Seal by the Foundation is prohibited by 18 U.S.C. § 713, since it is not permitted by Executive Order 11649. That Executive Order does permit use of the Seal "as an architectural embellishment in libraries, museums, or archives established to house the papers or effects of former Presidents," but this cannot be extended to include use by a foundation established to raise funds for such a library.

Attachment

THE WHITE HOUSE

WASHINGTON

October 3, 1985

Dear Gary:

At your request, I have reviewed your proposed Seal for the Ronald Reagan Presidential Foundation. That Seal consists of the Seal of the President, with the words "Ronald Reagan Presidential Foundation" substituted for "Seal of the President of the United States." I must advise you not to proceed with plans to use this Seal, or any other seal featuring the Seal of the President.

The permitted uses of the Seal of the President are limited by law. Pursuant to 18 U.S.C. § 713(b), it is a criminal offense to use the Seal except as authorized in regulations promulgated by the President. Those regulations are embodied in Executive Order 11649, as amended. A copy of the pertinent statute and regulations is enclosed for your information.

Your contemplated use of the Seal is not among the permitted uses detailed in the Executive Order. The Executive Order does permit the Seal to be used "as an architectural embellishment in libraries, museums, or archives established to house the papers or effects of former Presidents," but this category of permitted uses cannot be extended to include use by a foundation established to raise funds for such a library.

I regret that I cannot provide a favorable ruling, but to do so would be inconsistent not only with the law, but also with the strict enforcement this Administration has followed to ensure against the potential abuse of the use of the Seal by many fundraising and commercial ventures.

Sincerely,

[Handwritten signature]

Fred F. Fielding
Counsel to the President

Mr. Gary L. Jones
Executive Director
Ronald Reagan Presidential
Foundation
905 16th Street, N.W.
Washington, D.C. 20006

bcc: Michael K. Deaver

FFF:JGR:aea 10/3/85

bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

October 3, 1985

Dear Gary:

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Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Gary L. Jones
Executive Director
Ronald Reagan Presidential
Foundation
905 16th Street, N.W.
Washington, D.C. 20006

bcc: Michael K. Deaver

FFF:JGR:aea 10/3/85

bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

October 2, 1985

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Sincerely,

Fred F. Fielding
Counsel to the President

*I regret that I can not provide a sample here
and so do so would not necessitate not only in
the same way as with the spirit of the
Mr. Gary L. Jones
Executive Director
Ronald Reagan Presidential
Foundation
905 16th Street, N.W.
Washington, D.C. 20006*

*...the point about
the Seal is
and criminal violation.*

THE WHITE HOUSE

WASHINGTON

October 2, 1985

Dear Gary:

I have reviewed your proposed seal for the Ronald Reagan Presidential Foundation. That Seal consists of the Seal of the President, with the words "Ronald Reagan Presidential Foundation" substituted for "Seal of the President of the United States." I must advise you not to proceed with plans to use this seal, or any other seal featuring the Seal of the President.

The permitted uses of the Seal of the President are limited by law. Pursuant to 18 U.S.C. § 713(b), it is a criminal offense to use the Seal except as authorized in regulations promulgated by the President. Those regulations are embodied in Executive Order 11649, as amended. A copy of the pertinent statute and regulations is enclosed for your information.

Your contemplated use of the Seal is not among the permitted uses detailed in the Executive Order. The Executive Order does permit the Seal to be used "as an architectural embellishment in libraries, museums, or archives established to house the papers or effects of former Presidents," but this category of permitted uses cannot be extended to include use by a foundation established to raise funds for such a library.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Gary L. Jones
Executive Director
Ronald Reagan Presidential
Foundation
905 16th Street, N.W.
Washington, D.C. 20006

FFF:JGR:aea 10/2/85

bcc: FFFielding/JGRoberts/Subj/Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

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

Name of Correspondent: Harry L. Jones

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

Subject: Request to use Presidential Seal for Ronald Reagan Presidential Foundation

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CU Holland</u>		<u>ORIGINATOR</u>	<u>85/10/02</u>			<u>1 1</u>
<u>CUAT18</u>		<u>D</u>	<u>85/10/02</u>		<u>S85/10/02</u>	
		Referral Note:				
		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 - Into 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 - Initial or Final
- Code - "A"
- Completion Date - Date of Mailing

Comments: Please call DGH.
905 16th Street, NW
Washington, DC 20006 313-3300

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

THE WHITE HOUSE

WASHINGTON

November 6, 1985

Dear Sir:

An advertisement placed by you for a "Great Seal Knife" has been called to our attention. Part of the advertisement contains a depiction of the White House and the Seal of the President.

The Seal of the President, which appears in your advertisement, is different from the Great Seal of the United States. I have enclosed photographs of both seals so that the differences will be clear. The permitted uses of the Seal of the President are strictly limited by law. Section 713(b) of Title 18 of the United States Code prohibits any use of the Seal of the President, except as authorized under regulations promulgated by the President. The regulations are embodied in Executive Order 11649, as amended. A copy of the pertinent statute and regulations is enclosed for your information. You will notice that your use of the Seal of the President in your advertisement is not permitted by the regulations and is accordingly prohibited by law.

Quite apart from a violation of 18 U.S.C. § 713(b), your use of the Seal of the President may also violate 18 U.S.C. § 713(a). That section prohibits display of the Seal of the President, as well as the Great Seal, in "any advertisement...for the purpose of conveying, or in a manner reasonably calculated to convey, a false impression of sponsorship or approval by the Government of the United States...."

I must also advise you that your use of a photograph of the White House in your advertisement is contrary to established White House policy and generally accepted advertising standards. As explained in the Do's and Don'ts in Advertising Copy, published by the Council of Better Business Bureaus, Inc.: "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." I have enclosed a copy of the pertinent sections of this publication for your information.

Finally, I should note that the seal that appears on your knife is an accurate rendition of neither the Great Seal nor the Seal of the President. Reproduction of the former is permissible, so long as the use is consistent with 18 U.S.C. § 713(a), but the Seal of the President may not be reproduced on items such as this knife.

- 2 -

In light of the foregoing, you must immediately cease using the Seal of the President and the White House in your advertising. Please advise this office of the steps you have taken to comply with this letter.

Sincerely,

A handwritten signature in cursive script, appearing to read "John G. Roberts".

John G. Roberts
Associate Counsel to the President

Exxon Merchandise Order Center
Great Seal Knife
7940 South Madison
Burr Ridge, IL 60521

358971

ID #

CU

FED004

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

O - OUTGOING

H - INTERNAL

I - INCOMING

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

Name of Correspondent: Red Fielding

MI Mail Report

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

Subject: Use of Seal on a pen knife

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>85/10/10</u>		<u>1 1</u>
<u>OWATB</u>	<u>R</u>	<u>85/11/04</u>	<u>S</u>	<u>85/11/11</u>

ACTION CODES:

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

be used as Enclosure

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments: FFF would like a letter sent to them
advising them they're using the wrong seal


Keep this worksheet attached to the original incoming letter.

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

Always return completed correspondence record to Central Files.

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

EXXAN AD



A symbol of strength... integrity... this magnificent great seal knife shows the pride of an entire nation



**USE IT FOR
15 NO-RISK DAYS†**



Since ancient times, the noble eagle has been regarded as a sign of courage and power. As the stirring symbol of our great nation, the American Eagle has become part of the Great Seal...handsomely sculptured into this rugged pocket knife.

Crafted by Famous Utica Cutlery and some of America's foremost craftsmen, this solid brass case pocket knife displays pride in your country's heritage...and your commitment to our ongoing tradition of freedom.



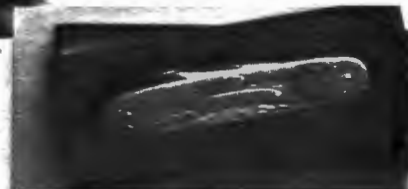
**Made in the United States
by American Craftsmen**

Give yourself...your family...your friends a unique part of the American tradition



Two rugged carbon steel blades, hardened and tempered to exacting specifications, make this knife practical as well as beautiful. These durable, hand-honed blades tackle every-day tasks easily—whether you're opening a box or ripping through an envelope—this Kutmaster is ready, yet with all the good looks of a collector's item.

MANUFACTURER'S WARRANTY
The Great Seal Knife has been selected for its value. Should there be any damaged or missing parts, the manufacturer will repair or replace free of charge. Simply write to Exxon Merchandise Order Center, Great Seal Knife, 125 Armstrong Road, Des Plaines, Illinois 60018.



An ideal gift—plus save money when you order more than one!

WB1085MPS

Utica Cutlery proudly announces a unique tribute to America's freedom...The Great Seal engraved brass handle pocket knife

• Customized especially for you • Manufactured in U.S.A. by skilled Craftsmen • Grade 1095 carbon steel blades and springs • True antique look • Lacquered finish emblem side resists metal tarnish • Hand sharpened for a keen, carbon steel edge • Fits in your pocket or purse



When you choose one of these remarkable knives for yourself, or as a gift, you'll receive all the quality workmanship Utica Kutmaster is renowned for—plus it's personalized with your name! We'll custom engrave your name—or the name of anyone you'd like (up to 20 characters and spaces)—on the solid brass handle of this remarkable knife.



More than a rugged pocket knife—a one-of-a-kind memento of the American Spirit!

MADE IN U.S.A.



Actual Size 3^{1/2}"

Try the Great Seal Knife for 15 no-risk days! †

Yours for \$9.95* ONLY a month for 2 months (plus 95¢* per month for shipping and handling).

Or, if you prefer, one charge of only

\$19.90* (plus \$1.90* for shipping and handling).

*State and local taxes, if any, are additional.

BUY 2 AND SAVE \$6.80!

Yours for \$6.98* ONLY a month for 5 months (plus 38¢* per month for shipping and handling).

Or, if you prefer, one charge of only

\$34.90* (plus \$1.90* for shipping and handling).

*State and local taxes, if any, are additional.

BUY 3 AND SAVE \$13.60!

Yours for \$9.98* ONLY a month for 5 months (plus 38¢* per month for shipping and handling).

Or, if you prefer, one charge of only

\$49.90* (plus \$1.90* for shipping and handling).

*State and local taxes, if any, are additional.

Great Seal Knife

†TEST IT FOR 15 DAYS BEFORE IT IS CHARGED TO YOUR ACCOUNT! This merchandise has been selected for its value, and you must be completely satisfied. You may return it for any reason during the 15-day trial period without any obligation. Simply return prepaid parcel post insured to EXXON Merchandise Order Center, Great Seal Knife, 7940 South Madison, Burr Ridge, Illinois 60521.



World Book, Inc.

a Scott Fetzer company

Merchandise Mart Plaza
Chicago, Illinois 60654
Telex: 25-3328

Law Department
Harold M. Ross (312) 245-3480
Judith G. Landt (312) 245-3484

November 13, 1985

Mr. John G. Roberts
Associate Counsel to the President
The White House
Washington, D.C. 20500

Re: "Great Seal Knife" Promotion

Dear Mr. Roberts:

Reference is made to your letter of November 6, 1985 with regard to the above-captioned advertisement, which was prepared by World Book Encyclopedia, Inc.

While we do not necessarily agree with your position that the Presidential Seal and White House photograph have been used in a way which create a false impression of government endorsement or approval, we agree to cease any future distribution of this advertisement. We cannot, of course, control the delivery date of copies of the advertisement which may have been placed in distribution channels prior to our receipt of your letter.

Thank you for calling this matter to our attention.

Sincerely,

Judith G. Landt
Assistant General Counsel

JGL/gw