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EDWARD R. JUSTICE, JR. February 18, 1985 Dear Mr. President and Mrs. Reagan: My family and I would like to extend our sincere thanks to you, for allowing us to be Mike and Colleen's guest at the White House. The photograph you sent Courtney was so very thoughtful, it occupies a special place in her room. We have enclosed a photograph you might enjoy. It is of Ashley, watching the two of you on TV at your first Inaugural Ball stop. Our feelings that weekend are hard to express, we simply say thank you from the bottom of our hearts. Respectfully yours, The President and Mrs. Reagan The White House Washington, DC 20500

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February 19, 1985

Dear Mrs. Beebe:

What a wonderful surprise! Thank you for the album of your visit and for sharing your diary with us. But above all, thank you for your generous words. We are most grateful and you are very kind.

It was a great pleasure meeting you and having you as a visitor at the ranch.

Nancy sends her best and again we both thank you.

Sincerely,

ACRAD REAGAN

Mrs. Mary Beebe 10073 Smitherman Drive Shreveport, Louisiana 71115

RR:AVH:NM:SEV:pps

RR Dictation

7 Mg. Wing Booke ROPOTES Smitherman Dr. Reagansheverer LA. 71115 Dan Wes. Beale What a monderful surprise! Thank you for the allow of your wait and for thorning your drawy with us. But alove all, thank you for you generaus words. We are most grateful and you are way bind It was a great pleasure my primed and my pritern as a visition at the ranch. home took not somed yours! again me both thanh you. James &

Mrs Mary Beebe 10073 Smitherman Threwepar. La.

End lass File

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THE WHITE HOUSE WASHINGTON

February 19, 1985

NOTE FOR: FRED F. FIELDING

FROM:

DAVID L. CHEW

Please note the President's comments on the attached.

cc: DTR

THE WHITE HOUSE WASHINGTON February 11, 1985 MEMORANDUM FOR THE PRESIDENT FROM: FRED F. FIELDING COUNSEL TO THE PRESIDENT SUBJECT: United States v. Paramount Pictures, Inc. You may have seen in the press that the Department of Justice recently decided not to seek modification or termination of the consent decrees entered between 1948 and 1952 against eight of the major motion picture companies. Given your interest in this area, I thought you might find the Justice Department's press release on this issue of interest. Attachment



Begartment of Justice

FOR IMMEDIATE RELEASE WEDNESDAY, FEBRUARY 6, 1985

AT 202-633-2016

The Department of Justice today announced that the Antitrust Division has completed its investigation of the consent decrees in United States v. Paramount Pictures, Inc., and has determined not to seek modification or termination of those decrees at this time.

The Paramount decrees, which were entered between 1948 and 1952 against eight of the major motion picture companies operating in the United States, changed the structure of the motion picture industry and imposed a variety of restrictions on the methods employed by the defendants to license films for theatrical exhibition. Today, the decrees continue to affect the operations of most U.S. film distributors and theater operators.

J. Paul McGrath, Assistant Attorney General in charge of the Antitrust Division, communicated the Department's decision in a letter to U.S. District Judge Edmund L. Palmieri of the Southern District of New York. Judge Palmieri has presided over the administration of the decrees for approximately 30 years.

A 1981 letter from William F. Baxter, then Assistant
Attorney General in charge of the Antitrust Division, had
informed Judge Palmieri that the Division was undertaking an
investigation to determine whether the decrees should be

terminated or modified. McGrath's letter notified Judge Palmieri of the result of that investigation.

McGrath's letter said that the Paramount investigation was part of the Division's general project to review all judgments previously entered in government antitrust actions. In the course of that program, the Division has not itself instituted motions to terminate or modify decrees. Instead it has supported such motions by defendants in cases where the Division believed that the action was in the public interest. McGrath concluded that there is no reason to depart from this policy in the case of the Paramount decrees.

McGrath's letter said that during the last several months, he had undertaken to determine whether most or all of the Paramount distributor defendants were prepared to file motions seeking termination of the decrees and to demonstrate in court that this action was in the public interest. The letter stated that, at the current time, most of the defendants are not willing to make this commitment. Under the circumstances, the Antitrust Division was not prepared to expend resources to terminate the decrees, McGrath said.

McGrath's letter noted that, in recent years, the Division's policy has been that new antitrust decrees should be entered for a period of no longer than 10 years, except in the most extraordinary circumstances. This policy is based on the Division's experience with longer decrees and the related observation that market conditions change over time, so that a

decree that is procompetitive and in the public interest when entered can have unintended effects after the passage of time.

McGrath's letter said that the Division's present decision did not suggest that the Division would oppose any future effort to subject the Paramount decrees to a termination date.

The original Paramount case was filed July 20, 1938, in New York against eight major motion picture corporations, 25 affiliated corporations, and 133 officers and directors of the defendant corporations. The case was the culmination of a series of efforts by the Justice Department to end anticompetitive practices in the movie business. The civil suit alleged a violation of both Sections 1 and 2 of the Sherman Act, charging price-fixing and attempts to monopolize trade in motion pictures through theater ownership.

At the time, the eight "majors" were Paramount Pictures
Inc., Twentieth Century-Fox Corporation, Loew's Incorporated,
Radio-Keith-Orpheum (RKO), Warner Brothers, Columbia Pictures
Corporation, Universal Corporation, and United Artists
Corporation.

After a series of legal steps, the case went to trial on the basis of an amended complaint, which dropped all the individuals as defendants.

In 1948 the Supreme Court found that the Sherman Act had been violated. A series of decrees covering the eight majors followed over the next several years.

Five of the majors (all except United Artists, Universal, and Columbia) owned theater circuits, and the decrees against those five required them to divest their theater circuits. The decrees placed restrictions on efforts by some of the distributors to reenter the exhibition business or by the divested theater circuits (the exhibitors) to enter the distribution business without court permission. The decrees also prohibited some of the divested theater circuits from acquiring any additional theaters without court permission.

The decrees prohibited the distributor defendants from entering into franchise agreements in excess of one year or entering into formula or master agreements. Franchise agreements involve a distributor offering an exhibitor the distributor's entire output. A formula agreement requires an exhibitor to pay for the picture on the basis of how much it grosses nationally. A master agreement is one in which the distributor provides a number of feature films to a circuit and allows the circuit leeway in determining how they are exhibited.

The decrees also provided for a number of licensing controls. Among them was a bar against price fixing and a requirement that the distributor defendants license films on a theater-by-theater basis without discriminating in favor of affiliated theaters or others. Another provision prohibited block booking, in which the right to show a film is conditioned on an agreement to exhibit one or more other films.

The decrees have been modified periodically since their entry.

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Before closing, I would like to add the following thought. The Antitrust Division has had a policy for a number of years that, except in the most extraordinary circumstances, decrees should be entered for a period of no longer than ten years. This policy is based on our experience with perpetual decrees and the related observation that market conditions change over time. Often, a decree that is procompetitive and in the public interest when entered can have unintended effects after the passage of time. In accordance with this general policy, it may be appropriate for the Court and the parties to consider whether a termination date should be put into the Paramount decrees. My conclusion with respect to our current review of the decrees is not meant to suggest that we would oppose establishment of a future termination date.

I wish to thank the Court for its consideration and patience in this matter.

-Sincerely,

J. Paul McGrath Assistant Attorney General

Antitrust Division

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Office of the Attorney General Washington, D.C.

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February 20, 1985

Dear Mr. President:

As my time here in Washington draws to a close, I wanted to thank you for four wonderful years. It has been both a pleasure and an honor to serve in your Administration. When I first began working for you and Mrs. Reagan some twenty years ago I never believed that I would end up in Washington (even though I knew you would) -- and now, after four interesting, challenging and enlightening years, I find that I still have to pinch myself whenever I drive by the White House to convince myself that we are really here!

I go back to California with many wonderful memories and new friends, and with the hope that I will be able to continue to serve you, albeit in a different capacity, again in California. It has truly been an honor to serve a man whom history will designate as one of the great leaders of our nation. Thank you, Mr. President, for the honor and the privilege of having served you and the American people.

With warm personal regards and thanks to you and Mrs. Reagan for all of your kindnesses,

Sincerely,

Myra L. Tankersley

The President
The White House
Washington, D. C. 20515

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February 21, 1985

President and Mrs. Reagan THE WHITE HOUSE 1600 Pennsylvania Avenue Washington, D. C.

Dear President and Mrs. Reagan:

This is the only fashion I can think of that will get this letter in your hands. We, in Iowa, are in a very traumatic situation! Those that are trying to remedy our problem with the economic situation are representing constituents as they have been elected to do!

Please! Families are so afraid of being without income for the basics if this is allowed to continue. There is not REAL income when payments on interest are impossible to make! Children attend school unable to study simply because there is a great deal of stress in the home. This unrest has got to be resolved! The very fabric of our family life is being torn apart. Divorce is prevalent; perhaps, you will feel this would occur in due time. This is not the case. This is caused by the environment that has been produced with the lack of security, income and depression in our homes. Families who have owned property for generations have been affected! Please come to your senses and realize this is happening to the GOOD, normal people in our communities! This is a nightmare!

We have held on to our property because if we did not care for it; others would abuse the privilege in the land's caretaker role. It could have been dropped on the market three or four years ago and the money banked, but how do you find purpose in living when your natural work role is no longer a part of your life?

Our bankers are under a huge strain maintaining sustaining the bank's survival in our communities! Businesses on main street are closing and those people are curling up in their homes wonder ing where future employment will be. It is a mess! It is bizarre! This cannot be happening!

Please! Get ahold of yourself, Mr. President! Please! If you dare, come to visit Iowa! This cannot continue! Again, the fabric of our system is being torn to shreddes! I absolutely beg you to do SOME-THING!!!

j.

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February 21, 1985

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

Dear President Reagan:

Tomorrow is George Washington's birthday. But to millions of youngsters, the birthday of our first President is already over. Over the weekend and on Monday they saw George Washington on television, and in the newspapers selling products or being used as a prop for a variety of huckstering. No, these youngsters will not likely be thinking about George Washington, the General, or George Washington, the President or about his wise Farewell Address. They know George Washington as a salesman.

The commercialization of George Washington and other eminent American Presidents and leaders has been going on for some time. In 1980, in an episode that is not at all untypical, a teacher held up a picture of George Washington in her first-grade class and asked the children for his name. One 6 year old proudly replied: "He sells things on television."

Indeed he does. In Boston, television commercials last week had George Washington personally selling Datsuns. In the February 17th issue of the New York Times, a large advertisement by Einstein Moomjy, the carpet store, has a picture of President Washington with a dunce-like hat on his head proclaiming "happy birthday" surrounded by such prose as "We're celebrating George Washington's 29th Birthday at Einstein Moomjy." and "Bring your Washingtons, Jeffersons, Lincolns and Continentals... For this sale is monumental, it's oriental, it's (pardon us, George) Lincolnesque." In the Washington Post of February 19, a car rental ad has George Washington informing us that "Leasing [is] a revolutionary New Idea!" Nearby another ad proclaims "George and Abe agree in Washington Stohlman is Subaru."

A few years ago, Hecht's, a Washington D.C. department store, had our first President go on television to declare a sale "at 8 a.m. on my birthday." Then comes an announcer's pitch, followed by a woman's sultry voice cooing: "Oh, George, your sale is simply gorgeous." Then George Washington comes on the screen, turns his head, winks and lets viewers see a lipstick mark on his cheek.

The hucksters do not reserve their disrespect for George Washington. Throughout the year one sees banks using Benjamin Franklin to tout their services or Abraham Lincoln to reflect

the particular corporation's wisdom or character. One Maryland savings and loan bank had Benjamin Franklin and Thomas Jefferson doing an exchange that ends touting the bank's services. This ad appeared hundreds of times. One can only imagine what young children would say if their teachers held up pictures of those founders of our country.

Using revered leaders from our nation's past as salespeople or hawkers on television, radio and print advertisements cannot be prohibited by regulation. Nor are there any estates of George Washington or Thomas Jefferson to protest and stop these commercial exploitations of their good name. But such merchandising practices surely dwell in the realm of sleaziness.

The impact of these ads does not stop with their implantation of sales and brand images that taint historical figures in the minds of 5, 6, 7 or 8 year olds. It is also a question of poor taste and disrespect for the purposes of profit maximization. Let these companies sell their products on the basis of price, quality, warranty, service, durability and safety rather than dragging past Presidents into their sales formula. I cannot imagine Mexican merchants using Benito Juarez to sell tamales or Bolivian stores using Simón Bolivar to sell tourist novelties. Nor would the British so "employ" Gladstone or the Germans mercantilize Bismarck. In their lust for lucre, some business firms in the U.S. have gone further in commercializing the nation's past leaders than any of their counterparts in the world. And their effrontery is becoming worse and more rampant every year.

As President of the United States, you are in the pre-eminent position to be the custodian of matters relating to Presidential taste and decorum. You can take the proper opportunity to urge that businesses rein in their promotional addictions and permit the historical record, not sleazy advertising, to speak for our past Presidents and founders. And, as for millions of school children, it is difficult enough to transmit American history in the classroom without having to brook the interference of televised and print commercials misusing George Washington and other eminent Americans of our past as promotional pitchmen. Certainly you would not look kindly on the prospect that sometime in the 21st century, companies may decide to televise your likeness on behalf of a beer or cosmetic commercial.

Since on more than one occasion you have pronounced your views on various elements of patriotism and tradition, your speaking out on the above-described trend would be of considerable interest to many Americans, especially parents who try to tell their little ones that "no Virginia, no Victor, George Washington didn't and doesn't sell hamburgers."

Sincerely yours,

Ralph Nader

THE WHITE HOUSE

WASHINGTON

February 21, 1985

Dear Mrs. Smith:

I was very happy to receive your letter and learn that you are out of the hospital and recovering from your surgery. Don't overdo or push too hard yet. You know, someone has said that a surgeon's scalpel is five months long.

Thank you for your generous words about my performance before the Congress, but I'm also grateful for your approval of "Storm Warning." That was my first picture after coming out of the hospital -- I had broken my thigh. It looked for awhile as if I might do the picture using a cane, but we settled for a limp instead.

Nancy sends her best and her thanks for your kind words. Again, my thanks for your good wishes.

Sincerely, Rengan

Mrs. Hilda W. Smith 7605 Foxhall Lane Richmond, Virginia 23228 Mus. bilda W. Smith 7605 Forkhall Lane Richmond Va. 23228

Limb. sum rel

d was very happy to receive your letter and land that you are out of the harpital and and second from your surgery. Don't over du or purch too had yet. Year hum some one had a find a rangery a long.

Thouly you for your general words about his also grateful for your approval of Storm Worming. That was my first prieties after things out of the brapies after the first you had bridged by the hospital after his your of the prieties was if I might do the prieties many a come but me retiled for a limp inited.

Nancy sends her best the Thanks for your land with for your good with. Suring RR

To Mis Ridy Wick (We'll have to get the address from 5 lovie or Many Jane Wick)

There you for your beind letter and for the sturning partial of Bearie playing Tom Maix. Even your envelopes are entertaining works of out. You were so baind about my story telling I'm trying to dig up a whole respectable for our next meeting. You may regret bearing said what you did. I enfinged the article on the "gard ald boy" purits. Namey saids her love. So do d.

Sminy RR



Dear Mr. President

when it comes to thouking you for all your Kindness during my illness. First your long distance Call before my Rushery, then later an your autographed Picture and lovely letter. I marvel that the President of our Country could and did take time nut of his fusy Schedule, to do there things you me. I see forth Ground and honored.

I am convaloring at my daughter and Son in laws home and profuseing Slowly, but happy to the aline after heart surjuy at almost 81-

Dassidert Regan, I distend to your Stale of It benieve address last week and wondered if any President over delivered one with more Prize and eloquence.

I'm Sure energ american (is they truly are) Lulo you vill continue to lead us higher and higher and the road to Heace, Prosperity and Lugginese- Groud of you, I am -

Last may, I had the Pleasure of attending the Congressional monours Club lunders for the First Lady-

How Fortunate we are to how such a chorning and heatful lady in the white Youse. I selt it was such a Privile to be in the Same room with her such a Privile to be in the Same room with her I west I was I west for you hath many Leave of Lappiness.

Once of oin his. President. I thouk I'm For letting me hear Jour voice on the telephone, reading a letter written by Jour own hand, and For the smiling Privance Deterphed by home other than my President— Dom foring the Preture and letter Framed and they will hard one the Peans in my living room with deepest respect and admiration to Loth I'm and Jour lovely wife, I remain

most sincerey grus, Hilda Smith-

Jest week my dowster June, Promised me a treatThe treat was a movie intitled "Itorn Warning" with Lingue
Rosers and Ronald Regan - The next hight me watched the
state of the union address. There you were with the same
him Liquie, the same head of unfelievable hair I'm were
likeled with many glass ago - I must say - I like Jour
how role wen fetter - Dow do Jon do it?

I'm Fratzul to Roser ion being our go kelween

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THE WHITE HOUSE

WASHINGTON

February 21, 1985

Dear Cindy:

Thank you for your kind letter and for the stunning portrait of Bessie playing Tom Mix. Even your envelopes are entertaining works of art. You were so kind about my storytelling -- I'm trying to dig up a whole repertoire for our next meeting. You may regret having said what you did.

I enjoyed the article on the "good old boy" poets. Nancy sends her love. So do I.

your Pal

Miss Cindy Wick 241 Central Park West New York, New York 10023



Jebruary 19 1985 Dearest Mr. President,

To my favorite storyteller. your are as poignant in your warmth and generosity as Robert Service is in his poetry. I Bank you for my wonderful book, I shall cherish it always!" much love your pal,

Cindy

P.S.

After re-reading the
Beatle poem I wanted
to send you, I decided my
memory had made it more
profound than it actually
was. Instead I am enclosing
a TIME article I think you
might like.

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THE WHITE HOUSE

WASHINGTON

February 20, 1985

MEMORANDUM FOR THE PRESIDENT

FROM:

ALFRED H. KINGON

CABINET SECRETARY

SUBJECT:

Ship's Bell from the USS Columbus

After the visit of Mayor Dana G. (Buck) Rinehart, you expressed an interest in the reporting requirements imposed on the city of Columbus regarding the ship's bell from the USS Columbus. The Navy does not give up ownership of its ships' bells but rather loans them—in this case to the city of Columbus.

The only requirement is a brief letter to the Curator of Naval History on the anniversary of their receipt of the bell. The city is required to confirm the bell's location, certify that it is in good condition and displayed with dignity, and reaffirm the need to request disposition instructions when they no longer want it. As described, it is difficult to understand why that requirement should cost the city of Columbus \$78.00.

Yes but why can't the rule read that Columbus only has to notify the Marry in the event that some change in locale of the hell etc. has taken place?

THE WHITE HOUSE WASHINGTON

	DATE:	2/21/85					
NOTE FOR: A	LFRED H.	KINGON					
The President has							
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the attached; and it is forwarded to you for your:							
information							
action	*						
David L. Chew Staff Secretary (x-2702)							

cc:

Regan Verstandig McFarlane Original to files

LISTER IN A PITHE WHITE HOUSE

WASHINGTON

February 19, 1985

MEMORANDUM FOR DAVID L. CHEW

FROM:

LEE L. VERSTANDIG

SUBJECT:

Ship's Bell from the USS Columbus

In the memorandum to the President on the subject of reporting requirements of the city of Columbus (Mayor Rinehart) to the Navy Department, we might want to clarify the second paragraph.

The Mayor has indicated to me that he is expected to report each year on the anniversary of receipt of that bell to the city (June 11th) 4 conditions of the loan agreement:

- 1) That the bell is being "displayed with dignity;"
- 2) that the city is "maintaining it in good physical condition;"
- setting forth the conditions and location of said bell; and
- 4) that when the bell has served its purpose, the mayor must request the disposition instructions required to terminate that loan.

Each year, the Mayor submits a one page report verifying the above conditions along with 2 color photographs. The annual administrative reporting cost of those requirements by the city is \$78.00.

THE WHITE HOUSE

WASHINGTON

February 15, 1985

MEMORANDUM FOR THE PRESIDENT

FROM:

ALFRED H. KINGON

CABINET SECRETARY

SUBJECT:

Ship's Bell from the USS Columbus

After the visit of Mayor Dana G. (Buck) Rinehart, you expressed an interest in the reporting requirements imposed on the city of Columbus regarding the ship's bell from the USS Columbus. The Navy does not give up ownership of its ships' bells but rather loans them—in this case to the city of Columbus.

The only requirement is that the city send a one-line letter annually to the Curator of Naval History indicating that the bell is still there and in good condition. As described, it is difficult to understand why that requirement should cost the city of Columbus \$78.00.

Document No.	

WHITE HOUSE STAFFING MEMORANDUM

ACTION/CONCURRENCE/COMMENT DUE BY: 2/20/85

DATE: ___2/19/85

	ACTION	ACTION FY			
VICE PRESIDENT			MURPHY		
MEESE			OGLESBY		
REGAN	. 🗆		ROGERS		
DEAVER			SPEAKES		
STOCKMAN			SVAHN .		
CHEW	□₽	□SS	VERSTANDIG		
FIELDING			WHITTLESEY		
FULLER			KINGON	D	
TUTTLE			BUCHANAN	·	
HICKEY					
McFARLANE			-		
McMANUS					
MARKS:					
Could you please rev Lee Verstandig's poi	ised your m	nemo ta	aking into considera	ation	

David L. Chew Staff Secretary Ext. 2702 Region !

THE WHITE HOUSE WASHINGTON

February 20

May we have the attached memo in final form taking into consideration Verstandig's suggestions before we forward the memo to the President.

Do you think we may have it by this afternoon. () 7^{4}

Thanks.

Adele

Document No.	

WHITE HOUSE STAFFING MEMORANDUM

DATE:	2/15/85	ACTIO	ON/CONCUR	RENC	E/COMME	NT DUE	BY: _	2/19/	'85		
SUBJECT:	MEMO	FROM A	L KINGON	RE	SHIP'S	BELL	FROM	THE USS	COI	UMBUS	
2/19											
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McFAR	LANE						_				
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REMARKS:											<u> </u>
Do you have any problem with our forwarding the attached to the President? Please let me know by Tuesday. Thanks.											

RESPONSE:

David L. Chew Staff Secretary Ext. 2702

Eml lase File

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THE WHITE HOUSE WASHINGTON

TO:

Biff Herly

FROM:

KATHY OSBORNE Personal Secretary to the President

DATE: 2.22 -85

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THE WHITE HOUSE

WASHINGTON

February 19, 1985

MEMORANDUM FOR ROBIN GRAY KATHY OSBORNE

SUBJECT: TEXAS SPORTS WORLD MAGAZINE

I received a call from Rich Lundgren from Texas Sports World Magazine who wants some information about the President. He is interested in background on when RR played a baseball player in the movies (Grover Cleveland Alexander?). Can you please contact him to find out exactly what he needs and if we already have that info at hand or if I need to check with the President.

Thanks.

- Recelledian about the manie the overland obout Receball (Marie

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