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Collection: Roberts, John G.: Files
Folder Title: JGR/Seal of the President
(2 of 9)
Box: 48

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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 5, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*
SUBJECT: Presidential Seal Inquiry
from Harlan R. Crow

Harlan R. Crow of the Trammell Crow Company has written requesting permission to use the Presidential Seal in a sculpture. The sculpture, to be executed by a Dallas artist, would be installed next to a collection of letters from different Presidents acquired by Mr. Crow. The letters are in a Dallas office building (presumably Mr. Crow's) and the display is open to the public without charge.

Executive Order 11649 permits use of the Seal "in libraries, museums, or educational facilities incident to . . . exhibits relating to . . . the Presidency," and "on a monument to a former President." Mr. Crow's contemplated use comes close, but does not fall within these permitted categories. The Seal can thus only be used if you sanction the use in writing as one for an exceptional historical, educational, or newsworthy purpose. While I am sure Mr. Crow treasures his collection, I do not think his use satisfies the applicable criteria. I have drafted a reply to Mr. Crow for your signature.

Attachment

*John - are you
sure? It seems
to me we have
released Seals for
this type of
display in
the past -
pls advise
4/8*

THE WHITE HOUSE

WASHINGTON

April 7, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS

SUBJECT: Use of the Presidential Seal by Miley Busic
in a Three Dimensional Representation Utilizing
the concept of the Seal of the President

The attached correspondence has been revised per our conversation of this morning.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

April 5, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*
SUBJECT: Presidential Seal Inquiry
from Harlan R. Crow

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Attachment

THE WHITE HOUSE

WASHINGTON

April 5, 1983

Dear Mr. Crow:

Thank you for your letter requesting authorization to use the Seal of the President in a sculpture. It is our understanding that the sculpture would accompany a display of Presidential letters you have collected.

The permitted uses of the Seal of the President are limited by statute and executive order. I have attached a copy of the pertinent provisions for your information. Since your contemplated use of the Seal does not fall within any of the categories of uses permitted by law, I must decline to grant the permission you seek.

Thank you for your inquiry. I am sorry that our response could not be a favorable one.

- Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Harlan R. Crow
Partner
Trammell Crow Company
717 North Harwood Street
Suite 2200
Dallas, Texas 75201

Enclosures

FFF:JGR:aw 4/5/83

cc: FFFielding
JGRoberts
Subj.
Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

FE004

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

User Codes: (A) _____

(B) _____

(C) _____

Subject: Use of the Presidential Seal by Miles
Burke in a three dimensional representation
utilizing the concept of the Seal of 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>CU Holland</u>		ORIGINATOR	<u>83.03.28</u>			<u>1 / 1</u>
<u>CU AT18</u>		Referral Note: <u>D</u>	<u>83.03.28</u>		<u>S</u>	<u>83.04.06</u>
		Referral Note:	<u>1 / 1</u>			<u>1 / 1</u>
		Referral Note:	<u>1 / 1</u>			<u>1 / 1</u>
		Referral Note:	<u>1 / 1</u>			<u>1 / 1</u>
		Referral Note:	<u>1 / 1</u>			<u>1 / 1</u>

ACTION CODES:

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

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

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments: _____

Keep this worksheet attached to the original incoming letter.

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

Always return completed correspondence record to Central Files.

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

Roberts

March 18, 1983

Trammell Crow Company 214/744-9300
717 N. Harwood Street
Suite 2200
Dallas, Texas 75201

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

34672 *m*

Dear Mr. Fielding:

During the last two years I have acquired a special collection of important letters written by each of our United States Presidents. I have put this collection on permanent display in a major new building in downtown Dallas. The display is open to the public without charge and is displayed in a specially made, secure case which will ensure these documents are preserved for the future.

Dr. Larry Sall of the University of Texas at Dallas, has helped in the acquisition of the collection. In fact, President Reagan was so kind as to send me a letter for my collection.

I am working with Ms. Miley Busic, an artist here in Dallas, to make a sculpture which I would like to install adjacent to the collection. I understand that she has discussed this with you. You may also know that she was responsible for the sculpture, "Together a New Beginning," which was used at the inauguration of President Reagan and is in the Oval Office today.

The sculpture which she is working on for us is a three dimensional representation utilizing the concept of the Seal of the President. It is my understanding that in order for us to make this representation of the Seal we need to have written authority from your office. Please accept this letter as our written request for your approval to use a likeness of the Seal to make this piece of sculpture. The sculpture will be accurate in detail and symbolism. We would be happy to furnish photos of the progress and the completed sculpture.

Thank you for your help in this matter.

Sincerely,

TRAMMELL CROW COMPANY

Harlan R. Crow

Harlan R. Crow
Partner

HRC/pc

cc: Ms. Miley Busic

THE WHITE HOUSE

WASHINGTON

April 7, 1983

Dear Mr. Crow:

Thank you for your letter requesting authorization to use the Seal of the President in a sculpture. It is our understanding that the sculpture would accompany a display of Presidential letters you have collected.

The permitted uses of the Seal of the President are limited by statute and executive order. I have attached a copy of the pertinent provisions for your information. You will notice that the regulations permit the use of the Seal "in libraries, museums, or educational facilities incident to ... exhibits relating to ... the Presidency." While your contemplated use does not precisely fit this category, it is our understanding that your display of Presidential letters will be open to the public free of charge and that the proposed use of the Seal is in no way connected with any commercial activity. It is also our understanding that the display is of significant historical and educational value. In light of these unique circumstances I have decided to authorize your proposed use of the Seal of the President.

Thank you for bringing this matter to the attention of our office, and best of luck with the sculpture and display.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Harlan R. Crow
Partner
Trammell Crow Company
717 North Harwood Street
Suite 2200
Dallas, Texas 75201

Enclosures

FFF/JGR:sts FFFfielding JGRoberts✓ Subj. Chron.

Asia - Asia Pacific Week

~~not for sale~~ ad for matters

May 7-14

not for sale

performances, seminars,
presentations

- government

- no commercial

inside cover

755-1771 DOT

TOM KURIHARA

called - they to
reproduce: do not alter
in any way.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 11, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Presidential Seal Inquiry

Sheryll Tomson of "Carroll on Coins" has inquired if there is any reason her company cannot produce a souvenir token bearing the Seal of the President. I have prepared a standard response advising Tomson that her contemplated use of the Seal is not permitted.

Attachment

THE WHITE HOUSE

WASHINGTON

May 11, 1983

Dear Ms. Tomson:

Thank you for your recent letter inquiring if there were any reason why "Carroll on Coins" could not produce a souvenir token bearing a depiction of the Seal of the President. I must advise you that such use of the Presidential Seal is prohibited by law.

Title 18 of the United States Code, Section 713 generally prohibits use of the Seal of the President, except in accordance with regulations promulgated by the President. Those regulations are embodied in Executive Order 11649. A copy of the statute and implementing regulations are enclosed for your information. As you will see, your contemplated use of the Seal is not permitted under these provisions.

Thank you for your inquiry.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Ms. Sheryll Tomson
Carroll on Coins
61 Wilton Road
Westport, Connecticut 06880

Enclosure

FFF:JGR:aw 5/11/83

cc: FFFielding
✓JGRoberts
Subj.
Chron

§ 713. Use of likenesses of the great seal of the United States, and of the seals of the President and Vice President

(a) Whoever knowingly displays any printed or other likeness of the great seal of the United States, or of the seals of the President or the Vice President of the United States, or any facsimile thereof, in, or in connection with, any advertisement, poster, circular, book, pamphlet, or other publication, public meeting, play, motion picture, telecast, or other production, or on any building, monument, or stationery, 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 or by any department, agency, or instrumentality thereof, shall be fined not more than \$250 or imprisoned not more than six months, or both.

(b) Whoever, except as authorized under regulations promulgated by the President and published in the Federal Register, knowingly manufactures, reproduces, sells, or purchases for resale, either separately or appended to any article manufactured or sold, any likeness of the seals of the President or Vice President, or any substantial part thereof, except for manufacture or sale of the article for the official use of the Government of the United States, shall be fined not more than \$250 or imprisoned not more than six months, or both.

(c) A violation of subsection (a) or (b) of this section may be enjoined at the suit of the Attorney General upon complaint by any authorized representative of any department or agency of the United States.

Added Pub.L. 89-807, § 1(a), Nov. 11, 1966, 80 Stat. 1525, and amended Pub.L. 91-651, § 1, Jan. 5, 1971, 84 Stat. 1940.

Historical Note

1971 Amendment. Catchline. Pub.L. 91-651 substituted "Use of likenesses of the great seal of the United States, and of the seals of the President and Vice President" for "Use of the great seal of the United States".

Subsec. (a). Pub.L. 91-651 redesignated existing provisions as subsec. (a), and, as so redesignated, expanded prohibition to include likenesses of the seals of the President and Vice President, and added to the enumerated list of prohibited uses for likenesses of the great seal of the United States and for the seals of the President and Vice President, use in posters, public meetings, or on any building, monument, or stationery.

Subsecs. (b), (c). Pub.L. 91-651 added subsecs. (b) and (c).

Effective Date of 1971 Amendment. Section 3 of Pub.L. 91-651 provided that: "The amendments made by this Act [amending this section] shall not make unlawful any preexisting use of the design of the great seal of the United States or of the seals of the President or Vice President of the United States that was lawful on the date of enactment of this Act [Jan. 5, 1971], until one year after the date of such enactment."

Legislative History. For legislative history and purpose of Pub.L. 89-807, see 1966 U.S. Code Cong. and Adm. News, p. 4408. See, also, Pub.L. 91-651, 1970 U.S. Code Cong. and Adm. News, p. 5903.

EXECUTIVE ORDER NO. 11649

Feb. 16, 1972, 37 F.R. 3625, as amended by Ex.Ord.No.11916,
May 28, 1976, 41 F.R. 22031

REGULATIONS GOVERNING SEALS OF PRESIDENT AND
VICE PRESIDENT OF UNITED STATES

By virtue of the authority vested in me by section 713(b) of title 18, United States Code [subsec. (b) of this section], I hereby prescribe the following regulations governing the use of the Seals of the President and the Vice President of the United States:

Section 1. Except as otherwise provided by law, the knowing manufacture, reproduction, sale, or purchase for resale of the Seals or Coats of Arms of the President or the Vice President of the United States, or any likeness or substantial part thereof, shall be permitted only for the following uses:

(a) Use by the President or Vice President of the United States;

(b) Use in encyclopedias, dictionaries, books, journals, pamphlets, periodicals, or magazines incident to a description or history of seals, coats of arms, heraldry, or the Presidency or Vice Presidency;

(c) Use in libraries, museums, or educational facilities incident to descriptions or exhibits relating to seals, coats of arms, heraldry, or the Presidency or Vice Presidency;

(d) Use as an architectural embellishment in libraries, museums, or archives

established to house the papers or effects of former Presidents or Vice Presidents;

(e) Use on a monument to a former President or Vice President;

(f) Use by way of photographic or electronic visual reproduction in pictures, moving pictures, or telecasts of bona fide news content;

(g) Such other uses for exceptional historical, educational, or newsworthy purposes as may be authorized in writing by the Counsel to the President.

Sec. 2. The manufacture, reproduction, sale, or purchase for resale, either separately or appended to any article manufactured or sold, of the Seals of the President or Vice President, or any likeness or substantial part thereof, except as provided in this Order or as otherwise provided by law, is prohibited.

RICHARD NIXON

Library References

United States Code 5½.

C.J.S. United States § 8.

West's Federal Forms

Actions by United States or officers thereof, see §§ 1069 to 1072.

Preliminary injunctions and temporary restraining orders, matters pertaining to, see § 5271 et seq.

Sentence and fine, see § 7531 et seq.

§ 714. "Johnny Horizon" character or name

As used in this Act, the name or character "Johnny Horizon", means the representation of a tall, lean man, with strong facial features, who wears slacks and sport shirt buttoned to the collar (both green, when colored), no tie, a field jacket (red, when colored), boot-type shoes (brown, when colored) and who carries a backpack, which was originated by the Bureau of Land Management, United States Department of the Interior, as the official symbol for a public service antilitter program to maintain the beauty and utility of the Nation's public lands.

142416

ID #

CU

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

FEDD4

Date

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD)

Name of Correspondent:

Sheryl Tomson

☐ MI Mail Report

User Codes: (A)

(B)

(C)

Subject:

Carol on Coins and use of
Presidential Seal on souvenir token

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
W Holland		ORIGINATOR	83.05.09		
		Referral Note:			
WAT18			83.05.09		583.05.19
		Referral Note:			
		Referral Note:			
		Referral Note:			
		Referral Note:			

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Type of Response = Initials of Signer
Code = "A"
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Send all routing updates to Central Reference (Room 75, OEOB).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

Carroll on Coins

~~XX~~
~~Editorial Office: 143 Rowayton Avenue, Rowayton, Ct. 06893~~

61 Wilton Road, Westport, CT. 06880 (203) 227-2646

Executive Editor:
MICHAEL J. CARROLL

142416 *cu*

Managing Editor:
MARIANNE MACKAY

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

Dear Mr. Fielding:

Our numismatic newsletter "Carroll on Coins" will be featuring an issue on John F. Kennedy in a month or two. To promote the issue, we are contemplating producing a miniature souvenir token which would bear a depiction of the Presidential Seal on one side. We would like to know if there is any reason why we cannot reproduce the Presidential Seal on this commemorative gold coin replica.

If you would be so kind as to supply us with this information as soon as possible we would be most grateful.

Sincerely,

Sheryll Tomson
Sheryll Tomson

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 13, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS

SUBJECT: Use of Items with Presidential
Seal in Product Catalogue

John Rogers has called to our attention the appearance of two items bearing the Presidential Seal in a product catalogue produced by the Ad Speciality Institute. The catalogue features items that can be produced with customized labels or logos. It is used by many different vendors, who imprint their own company name and address on the cover. The Institute acts as a clearinghouse for orders placed with individual vendors.

The two items bearing the Seal were produced for White House use. Their appearance in the catalogue is nonetheless contrary to 18 U.S.C. § 713(b), since that use is not "for the official use of the Government of the United States" but rather for the use of the producers themselves. I have prepared a letter to the president of ASI advising him to cease use of products bearing the Seal in his catalogue.

Attachment

THE WHITE HOUSE

WASHINGTON

May 13, 1983

Dear Mr. Spike:

It has come to our attention that items bearing the Seal of the President appear on pages 5 and 7 of the "Something Special" catalogue produced by Ad Specialty Institute. I must advise you that such use of the Seal is prohibited by law.

Title 18 of the United States Code, Section 713 generally prohibits the use of the Seal of the President except in accordance with regulations promulgated by the President. Those regulations are embodied in Executive Order 11649. A copy of the statute and implementing regulations are enclosed for your information.

You will notice that the statute prohibits reproduction of the Seal, including the Seal appended to any article manufactured or sold, "except for manufacture or sale of the article for the official use of the Government of the United States." 18 U.S.C. § 713(b). Although the items in question were produced for the Government, the reproduction of the Seal in the catalogue itself was not in any way for the official use of the Government. With respect to the item on page 7, it is established White House policy not to permit the use of a reproduction of the President's signature in any manner that could be construed as endorsement of a commercial product or enterprise. In this case the appearance of the signature in your catalogue could be so construed.

In light of all the foregoing, I must advise you to cease use of any items bearing the Seal of the President or the signature of the President in your catalogue. Thank you for your cooperation in ensuring compliance with the laws governing use of the Seal and the policy with respect to use of the President's signature.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Marvin Spike
President, Ad Specialty Institute
1120 Wheeler Way
Langhorne, Pennsylvania 19047

Enclosure

ID # 136228 **CU**FEB 04**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**☐ **O - OUTGOING**☐ **H - INTERNAL**☐ **I - INCOMING**Date Correspondence
Received (YY/MM/DD) 1/1/Name of Correspondent: Raymond Masley☐ **MI Mail Report**

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

Subject: Use of Presidential seal in advertisement
of products made by "Something Special"**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>	ORIGINATOR	<u>83105110</u>			<u>1/1</u>
<u>WAT18</u>	Referral Note: <u>D</u>	<u>83105110</u>		<u>S</u>	<u>83105120</u>
	Referral Note: <u></u>	<u>1/1</u>			<u>1/1</u>
	Referral Note: <u></u>	<u>1/1</u>			<u>1/1</u>
	Referral Note: <u></u>	<u>1/1</u>			<u>1/1</u>
	Referral Note: <u></u>	<u>1/1</u>			<u>1/1</u>

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(215) 752-4200

ASI

Ad Spending ~~Agency~~ ^{Institute}

1120 Wheeler

WAY

Langhorne,
PA

19047

MARVIN SPIKE
President

136228cc
John Rogers thinks we
should write asking
them not to use Coasters
(done for RNC) and ashtrays
(done for Air Force) as
samples in advertising.



CHRONO/MATIC INC.

EMBLEMATIC / ADVERTISING / MILITARY / SCHOOL JEWELRY

RAYMOND MARLEY
4800 DUKE ST., SUITE 412
ALEXANDRIA, VA 22314
(703) 751-1552



1504 SO. COI

EA. GREENWICH, R.I. 02818

S. COUNTY TRAIL/EAST GREENWICH, R. I. 02818
401-884-6360/61

HOME OFFICE

N.J., MD., PA., N.Y.

VA., D.C.

(401) 884-0129

(609) 933-2489

(703) 751-1552

**SomethingTM
Special**



A limited edition presentation of unique specialty advertising and business gift products for better business communications.

Watch The
Seasons Change!



HS-02



CR17

CHRYSLER 1982
OUT OF THE RED



CHRYSLER 1982



Copy or Art
on Mugs changes
as Hot or Cold
Beverage is Poured.

B-4707



SG83

HOUSE MAGIC ON FINE CRYSTAL AND CERAMICS

- HS-02/Four Seasons Executive Crystal: 14-ounce glasses display spring, summer, winter, and fall designs when filled with cold beverage.
- B-4707/White Ceramic Mug: 12-ounce mug shows hidden message when filled with a hot beverage.
- CR17/Round Crystal Fluted Tray: 7-1/2".
- SG83/Swedish Grey Crystal Oval Tray: 6"x8".

asi/6192 All quantities
HS-02 Packed in sets of 4, gift boxed, \$22.50
Mailer packed: \$24.75/set. Minimum order: \$175.00.

asi/6192	100 +	250 +	500 +	1000 +	2500 +
CR17, 1 color, no gold	4.47	3.09	2.63	2.41	2.17
CR17, 2 colors, no gold	6.26	4.13	3.42	3.07	2.66
CR17, gold only	6.56	5.18	4.72	4.50	4.26
CR17, 2 colors, incl. gold	8.35	6.22	5.51	5.16	4.75
SG83, 1 color	7.18	6.17	5.84	5.56	5.46
SG83, 2 color	8.97	7.16	6.57	6.14	5.96
SG83, gold only	8.81	7.80	7.47	7.18	7.08
SG83, 2 colors, incl. gold	10.59	8.79	8.18	7.77	7.59

□ Art and screen charges: one color, \$50.00; two or more, \$70.00. □ White gift box for SG83, \$5.58 each; for CR17, \$5.57 each. □ For additional products and colors, contact your specialty advertising counselor.

asi/6192	300 +	500 +	1000 +	2500 +	5000 +
B-4707, 1 FX color + 1 ceramic	4.36	4.15	4.04	3.98	3.95
Each add'l. FX color	1.66	1.65	1.64	1.62	1.61

□ Art and screen charges: add \$70.00.

All products have a smooth, shiny finish. Mosaic patterns in this illustration are background reflections only.

Pandora's Box™

The Kuberrand™

The Sovereign States™

Coaster Weights™

SOLID BRASS CLASSICS FROM BTS

■ **Pandora's Box™ Solid Brass Specialty Boxes:** Cast in solid brass, fully lined. Holds business cards, paper clips, jewelry, personals. Gift boxed.

■ **Rectangular** 4"x3"x1-1/8".
■ **Oval** 4-3/4"x3-5/8"x1-1/8".

ssl/3871	50 +	100 +	250 +	500 +	1000 +
Personalized only	24.50	21.25	19.00	18.50	18.00
Logo only	30.00	26.50	23.50	22.75	22.25
Logo & Personalization	33.00	29.25	26.00	25.25	24.50

Logo is either etched or cast oxidized and buffed to highlight recessed imprint area. □ Logos: \$55.00. □ Max. imprint area: Oval, 3"x4"; Rectangular: 2-1/2"x3-1/2".

■ **The Kuberrand™ Solid Brass Recognition:** The simplicity in design allows

your message to dominate. Packaged in a plush drawstring pouch. 2"x2"x2".

ssl/3871	12 +	72 +	144 +
Personalized only	25.00	22.00	19.00
Logo only	34.00	30.00	26.75
Logo & Personalization	37.00	33.00	28.50

□ Logo is etched, oxidized and buffed on 1 side to highlight recessed imprint area. □ Logos: \$55.00. □ Add'l. side imprints: \$12.00 each side.

■ **Coaster Weights™.** Each coaster features blind embossed logos on honey brown leather. Leather coated with stain and moisture resistant lacquers. Set of 4 in oak hardwood display rack.

ssl/3871	25 +	50 +	250 +	500 +
Set of 4	42.00	35.00	30.00	29.00

□ Initial reproduction of logo, \$55.00. □ Imprint area, 3-1/4" diameter.

■ **The Sovereign States™ Solid Brass Commemorative:** A paperweight or office piece. 4"x2-3/4"x1/4". States: USA, CA, WA, UT, TX, WI, IL, MS, LA, NY, NJ or Canada. Simulated suede pouch for states; window gift box for USA.

ssl/3871	25 +	75 +	150 +	250 +	500 +	1000 +
Sovereign States	20.00	17.00	14.50	13.50	12.75	12.00

□ All Sovereign States will be etched or engraved, oxidized and buffed to highlight recessed imprint area. □ Logos: \$55.00. □ Personalization: \$3.00 each.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 20, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Yet Another Request for Use of the
Presidential Seal by the President's
Committee on Employment of the Handicapped

Rick Kuhlmeier, apparently an individual active in the handicapped community, has written the President asking him to give back the use of his Seal to the President's Committee on Employment of the Handicapped (PCEH). You will recall that in years past the PCEH issued invitations to its annual gatherings in the name of the President and with the Presidential Seal. This Administration halted the practice. The Chairman of the PCEH wrote you requesting permission to issue invitations in the President's name, which you denied, stating: "In light of the significant number of Presidential committees, commissions, and task forces, it is not possible to authorize any one group to take action in the President's name -- including issuing invitations -- without real risk of a broad expansion of the practice in a manner that would create the possibility of abuse and ultimately demean the Office of the Presidency by overuse." Another member of the PCEH, Kathleen Olson, had written earlier seeking permission to use the Seal on the invitations. You advised Olson that uses of the Seal were limited by law and that the permitted uses did not include use by the PCEH on its invitations. I have drafted a reply to Kuhlmeier consistent with these earlier responses and established policy.

Attachment

THE WHITE HOUSE

WASHINGTON

May 20, 1983

Dear Mr. Kuhlmeier:

Thank you for your letter to the President concerning the use of the Seal of the President and the President's name on the invitations to the annual meeting of the President's Committee on Employment of the Handicapped. In that letter you requested an explanation of why the President's name and seal may not be used on the invitations.

In light of the significant number of Presidential committees, commissions, and task forces, it is not possible to authorize any one group to take action in the President's name -- including issuing invitations -- without real risk of a broad expansion of the practice in a manner that would create the possibility of abuse and ultimately demean the Office of the Presidency by overuse. We have accordingly found it necessary to adopt the general policy of not permitting such groups to take action in the President's name.

Title 18 of the United States Code, Section 713, is the principal federal law governing use of the Seal of the President of the United States. Section 713 proscribes use of the Presidential Seal except as authorized under regulations promulgated by the President. The regulations to which reference is made are embodied in Executive Order 11649 (February 16, 1972), as amended by Executive Order 11916 (May 28, 1976). I attach for your information a copy of 18 U.S.C., § 713, the notes to which include the Executive Orders mentioned. You will note that permissible uses of the Seal are limited by law. As a matter of policy, the Administration adheres to these regulations when responding to requests on use of the Seal. In light of these requirements, we cannot approve the use of the Seal on the Committee's annual invitations.

-2-

Let me assure you that our position with respect to use of the Seal of the President and the President's name by Presidential committees is being uniformly applied, and, as I hope and believe you know, in no way represents a change in the commitment of the President to the work of the Committee on Employment of the Handicapped or to the concerns of the handicapped community.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Rick Kuhlmeier
3104 Demetrius
Las Vegas, Nevada 89101

Attachment

FFF:JGR:aw 5/20/83

cc: FFFfielding
JGRoberts
Subj.
Chron

142417

ID #

CU

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

PR014-09

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

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

Subject: Requests President to authorize Committee on the Employment of the Handicapped to use his name and the seal on the invitation for the annual meeting

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>83/05/09</u>			<u>1/1</u>
<u>CUAT18</u>	Referral Note:	<u>D 83/05/09</u>			<u>583/05/19</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>

ACTION CODES:

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

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

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments: _____

Keep this worksheet attached to the original incoming letter.

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

Always return completed correspondence record to Central Files.

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

who?
3104 Demetrius
Las Vegas, NV 89101
April 1, 1983

President Ronald Reagan
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20003

142417 UC

Dear President Reagan:

After reading the enclosed letters again and again, I ask of you to please give your personal authorization for your Committee on the Employment of the Handicapped to use your name and seal on the invitations sent out for it's annual meeting.

And, if you cannot grant this request, would you please explain why?

So why, you may ask, all the fuss over the use of your name and seal? Sir, I well remember the thrill of receiving invitations to your Committee's annual meeting with the seal and name of former Presidents on it. I knew the President himself would not be there, but the seal and name meant to me (and my friends) that he cared. We now feel shunned. I personally feel you do care.

I am a conservative Republican who has for years worked to fulfill a basic tenet of Republican philosophy, that is, to get people off Welfare rolls and back to work. I have done this by working for stronger rehabilitation programs to get the handicapped back to work. Your Committee is an important facet of rehabilitation, even as State and local Governors' Committees on the Employment of the Handicapped are so important because they are the chains of volunteers who donate unbelievable hours of time to those tasks that tax-funded rehabilitation programs cannot begin to accomplish!

Please read the enclosed letters and think over my request carefully. There are a lot of people out here that don't get much attention. Little things go a long way with us. Give us back the seal, please.

Sincerely,


Rick Kuhlmeier

P.S. Why should Democrats and Democratic Presidents get credit for fulfilling the Republican principle of getting people off the welfare folls and back to work? They do, you know, because they are always there with the handicapped.

3104 Demetrius
Las Vegas, NV 89101
March 2, 1983

The Honorable Barbara Vucanovich
United States Representative
300 Booth Street, Room 1139
Reno, NV 89509

ATTENTION: Ace Martelle

Dear Mrs. Vucanovich:

It was indeed a pleasure to meet and speak with you when you spoke to the joint session of our Nevada Legislature.

Per your request, I am forwarding this letter requesting your assistance in resolving a matter affecting the relationship between the President of the United States and the handicapped community across this Nation.

Traditionally the President's Committee on the Employment of the Handicapped has used the President's Seal on their invitations for their annual meetings. The use of the President's Seal has been denied to the committee for the last two years. The denial of the use of the Seal is having a very negative affect. The handicapped community figures the President does not care about them and is downplaying their needs and importance. This may not seem important to some people, but let me assure you that the handicapped not only vote, but can have a definite influence on a very large number of other votes during the upcoming Presidential elections. President Reagan has been set up to accumulate a large negative during these four years of his Presidency by his committee being denied the use of his Seal.

Would you please correct this situation and return the use of the President's Seal to the President's Committee on the Employment of the Handicapped? It will be greatly appreciated.

Thank you.

Sincerely,


Rick Kuhlmeier

:wk

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

March 25, 1983

Mr. Rick Kuhlmei
3104 Demetrius
Las Vegas, Nevada 89101

Dear Mr. Kuhlmei:

Thank you for writing regarding the use of the Presidential Seal by the President's Committee on the Employment of the Handicapped.

I contacted the President's Committee on your behalf, and I just recently received their reply. I have attached a copy of their letter for your review.

I trust that Mr. Russell's explanation responds to your concerns. Please do not hesitate to contact me in the future if I can be of further assistance with this or any other matter of concern.

Again, thank you for writing.

Sincerely,

BARBARA F. VUCANOVICH
Member of Congress

BFV:wm

Enc.

on Employment
of the Handicapped
Washington, D.C. 20210



March 18, 1983

THE SECRETARY OF STATE
THE SECRETARY OF THE TREASURY
THE SECRETARY OF DEFENSE
THE ATTORNEY GENERAL
THE SECRETARY OF THE INTERIOR
THE SECRETARY OF AGRICULTURE
THE SECRETARY OF COMMERCE
THE SECRETARY OF LABOR
THE SECRETARY OF EDUCATION
THE SECRETARY OF HEALTH AND
HUMAN SERVICES
THE SECRETARY OF HOUSING AND
URBAN DEVELOPMENT
THE SECRETARY OF TRANSPORTATION
THE ADMINISTRATION OF VETERANS AFFAIRS
THE OFFICE OF PERSONNEL MANAGEMENT
THE ADMINISTRATOR OF THE GENERAL
SERVICES ADMINISTRATION
THE UNITED STATES INTERNATIONAL
COMMUNICATION AGENCY
THE POSTMASTER GENERAL

Congressman Barbara Vucanovich
508 Cannon House Office Bldg.
Washington, D. C. 20515

Dear Congressman Vucanovich:

Thank you very much for letting us see the letter from your constituent, Rick Kuhlmeier of Las Vegas, regarding the use of the President's name and President's seal in sending out invitations to the Annual Meeting of the President's Committee on Employment of the Handicapped.

For many years our invitations to Annual Meetings went out in the name of the President, bearing the Presidential seal.

Two years ago someone on The White House staff questioned our use of his name and seal... even though we had been using them for years. An Executive Order of the President exists which limits the use of his name and seal. These may be used, the Executive Order states, only in those occasions where the President himself gives his personal authorization.

We've never had such personal authorization. We assumed that (a) being a Presidential Committee and (b) having done it for so many years that the practice was legitimate.

So we've had to stop the practice. Our invitations now go out in the name of Harold Russell, Chairman of the President's Committee.

Any change in this practice would have to emanate in The White House, of course.

Congressman Barbara Vucanovich

I hope your constituent understands the reasons for our change, and the fact that the change does not reflect any lessening of interest in handicapped people by The White House.

Sincerely,

A handwritten signature in cursive script that reads "Harold Russell". The signature is written in dark ink and is positioned above the printed name and title.

Harold Russell
Chairman

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 27, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Correspondence from Marvin Spike
Concerning Presidential Seal

You will recall that you sent a letter to Marvin Spike, President of ASI, objecting to the appearance of items bearing the Presidential Seal in ASI's "Something Special" catalogue. Mr. Spike would like to know which distributor brought the matter to your attention; I recommend simply ignoring this inquiry. Spike agreed to notify his personnel of the ban on use of the Seal, to avoid the problem in the future. He also indicated he would use his trade magazines to advise the specialty advertising industry of the prohibition. By way of explanation (and passing the buck), he noted that manufacturers of products bearing logos submit the examples they want to appear in the ASI catalogue, and that the offending items were submitted by their manufacturers. In an extended "P.S." Spike objects to the statutory protection of the Seal, opining that the Government should encourage people to recognize and promote the Seal.

Unless you are seized with a burning desire to engage Mr. Spike in debate on the desirability of protecting the Presidential Seal, I see no need for further correspondence.

ID # 136228 CURoberts FE004WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1 1 1Name of Correspondent: Marvin Spike☐ MI Mail Report

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

Subject: Response to KKK letter regarding
product advertising in the "Something
Special" Catalog

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>CV Holland</u>		ORIGINATED	<u>83 05 25</u>			<u>1 1 1</u>
<u>CV AT 18</u>		Referral Note:	<u>cont corresp.</u>			<u>83 06 15</u>
		Referral Note:				
		Referral Note:				
		Referral Note:				
		Referral Note:				

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Type of Response = Initials of Signer
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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.

ADVERTISING SPECIALTY INSTITUTE®

Bucks County Business Park • 1120 Wheeler Way • Langhorne, PA 19047 • 215/752-4200

May 19, 1983

Mr. Fred F. Fielding
Counsel to the President
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Good morning:

Thank you for calling our attention to the "Seal of the President" on a product advertised in the "Something Special" catalog we produce for the specialty advertising profession.

We are pleased that one of the advertising counselors using our catalog thought the catalog and its content distinctive enough to submit to The White House. If you happen to know which distributor brought it to your attention (the distributor's name appears on the cover), I'd appreciate your providing that information to me.

I'm sorry the "Seal" appeared in a way you suggest "is prohibited by law." By way of copies of this letter to our various department heads (and the manufacturers of the products illustrated with the "Seal"), I am informing them of your notification, so that we can avoid that problem in the future.

For your own information, perhaps the following explanation might be helpful.

ASI is a data center and publisher for the specialty advertising market. "Something Special" is one of several syndicated catalogs we produce for distributors who use the catalogs to advertise the products they offer to various organizations and companies who purchase the products -- with their respective advertising logos or messages imprinted on or attached to them.

Distributors do not use the catalog to offer the products described in it with the specific advertising imprint or logo illustrated, for sale. They are simply suggesting, in a graphic way, that the illustrated products are available with customized imprinting. The copy illustrated on the products in the catalogs is there to show how the products look with graphics on them -- and to illustrate the area generally used for application of the logos.

ASI is not involved in the actual purchase or sale of the products. We produce the advertising for those manufacturers whose products appear in the catalogs. The advertisers, of course, try to pick samples (to illustrate their advertising) bearing attractive ad messages or trademarks.

Both manufacturers whose products are referred to in your letter are well respected in the specialty advertising business. I'm rather certain neither would intentionally submit samples bearing a trademark they knew was not allowed to be reproduced for that purpose. I suspect they chose the Presidential Seal and signature as a result of their own pride in having produced a product used by The White House. Should either of the two have anything further to add, I'm sure they will be in touch with you.

Please continue ...



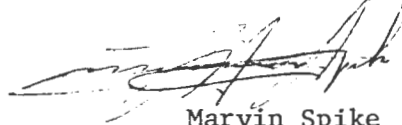
Mr. Fred F. Fielding
Counsel to the President

May 19, 1983
Page 2

In the meantime, I plan to use your reminder in a positive way, by publishing a follow-up in our trade magazines for specialty advertising practitioners and users, alerting them to the code you have brought to my attention. The reminder will ultimately reach over 50,000 companies involved in the sale, purchase and use of specialty advertising and business gifts. I hope that will help head off future misuses.

Sincerely,

ADVERTISING SPECIALTY INSTITUTE



Marvin Spike
President

P.S.: I realize "the law is a law." That's why I've volunteered to comply and to pass your reminder along to others.

However, I find this particular "code" troublesome to accept in concept. I might be missing the point, but I think the "Seal" of the President of the United States is something you would want to encourage people to regularly recognize and promote in any reasonable way, so long as the use is not distasteful or suggests an actual endorsement by the President or The White House.

It's hard to understand a code that discourages pride in patriotism at a time when both are so important in this nation. Perhaps the code simply needs modification to serve its purpose without, at the same time, defeating it.

MS:11f

cc: Mary Place, Supervisor, Consolidated Catalog Production Coordination
Reginald Blount, Supervisor, Publications Coordination
Ron Ball, Advertising Manager
Mary Ellen Hudicka, Supervisor, ASI Catalog & Advertising Copy
Robert Trasatti, Director of Graphics/Production/Coordination
John Brod, President/Houze Glass Corporation
Alan Ferris/Basic Tool & Supply Company

THE WHITE HOUSE

WASHINGTON

May 13, 1983

Dear Mr. Spike:

It has come to our attention that items bearing the Seal of the President appear on pages 5 and 7 of the "Something Special" catalogue produced by Ad Specialty Institute. I must advise you that such use of the Seal is prohibited by law.

Title 18 of the United States Code, Section 713 generally prohibits the use of the Seal of the President except in accordance with regulations promulgated by the President. Those regulations are embodied in Executive Order 11649. A copy of the statute and implementing regulations are enclosed for your information.

You will notice that the statute prohibits reproduction of the Seal, including the Seal appended to any article manufactured or sold, "except for manufacture or sale of the article for the official use of the Government of the United States." 18 U.S.C. § 713(b). Although the items in question were produced for the Government, the reproduction of the Seal in the catalogue itself was not in any way for the official use of the Government. With respect to the item on page 7, it is established White House policy not to permit the use of a reproduction of the President's signature in any manner that could be construed as endorsement of a commercial product or enterprise. In this case the appearance of the signature in your catalogue could be so construed.

In light of all the foregoing, I must advise you to cease use of any items bearing the Seal of the President or the signature of the President in your catalogue. Thank you for your cooperation in ensuring compliance with the laws governing use of the Seal and the policy with respect to use of the President's signature.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Marvin Spike
President, Ad Specialty Institute
1120 Wheeler Way
Langhorne, Pennsylvania 19047

Enclosure

To _____

Date _____ Time _____

WHILE YOU WERE OUT

M. Jim Allen

of Usher's Office

Phone X2650

Area Code Number Extension

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

RETURNED YOUR CALL

Message _____

Operator



AMPAD
EFFICIENCY®

23-020