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**Folder Title:** JGR/White House Stationery  
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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 11, 1983

FOR: FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Use of Letter from Linda Faulkner on White House Stationery in Commercial Advertisement

Linda Faulkner, Assistant Social Secretary, has written to advise you that a letter she wrote on White House stationery to the proprietor of a secretarial school has been used in an advertisement brochure for the school. Faulkner attended the school, and the letter, prominently displayed in the brochure, lauds the benefits of the education she received there. In her memorandum to you, Faulkner states that the proprietor "was given the clear understanding that it could be used for in-house mailing, i.e., in letters to graduates of the school, but that in no way could it be used for commercial purposes."

I have drafted a letter for your signature to the proprietor, noting that her use of the letter conveys a false impression of White House endorsement and advising her to discontinue its use. I have also drafted an appropriately stern memorandum to Faulkner, pointing out that she should never have written the letter on official stationery, or with her title, in the first place.

Attachment

THE WHITE HOUSE

WASHINGTON

April 11, 1983

MEMORANDUM FOR LINDA FAULKNER  
ASSISTANT SOCIAL SECRETARY

FROM: FRED F. FIELDING  
COUNSEL TO THE PRESIDENT

SUBJECT: Misuse of White House Stationery

Thank you for advising us that the Executive Secretarial School is using a letter written by you on official White House stationery in an advertising brochure. I attach for your information a copy of a letter I have written Mrs. Eisenhower, advising her that such use is not permitted and must cease immediately.

As I point out in the letter to Mrs. Eisenhower, your use of White House stationery -- and, for that matter, your official title -- for a personal letter was unauthorized. The White House Staff Manual is quite explicit on this point: "The importance of maintaining the integrity of the use of White House letterhead cannot be over-emphasized. It should be used only for official purposes...."

The appearance of your letter in the Executive Secretarial School advertising brochure -- which demeans the White House by associating it with a commercial promotion -- is an extremely unfortunate example of why it is so necessary to adhere strictly to this rule.

Attachment

FFF:JGR:ph 4/11/83  
cc: FFFielding  
JGRoberts  
Subject  
Chron

*I hope this ends the  
problem - thanks again  
for bringing it to  
my attention*

THE WHITE HOUSE

WASHINGTON

April 11, 1983

Dear Mrs. Eisenhower:

It has come to our attention that you are using a letter written to you by Linda Faulkner in an advertising brochure for the Executive Secretarial School. The letter was written on official White House stationery and includes Ms. Faulkner's title.

Please be advised that use of such a letter in commercial advertising is not permitted. The use of the letter in your brochure may misleadingly suggest that the White House has endorsed the school, and could therefore constitute a violation of 15 U.S.C. § 45(a)(1), which prohibits, among other things, "unfair or deceptive acts or practices in commerce." Precisely because of this possibility, the Council of Better Business Bureaus, Inc., in section 235 of its publication Do's and Don'ts in Advertising Copy, provides: "Neither the name nor the photograph or likeness of the White House should be used in any advertising whatsoever" (emphasis in original). I should note further that Ms. Faulkner's use of official White House stationery for her personal letter to you was inadvertent, but nonetheless unauthorized. In light of all the foregoing, I must advise you to cease immediately any use of Ms. Faulkner's letter in connection with the promotion of the Executive Secretarial School.

Thank you in advance for your cooperation.

Sincerely,

Orig. signed by FFF

Fred F. Fielding  
Counsel to the President

Mrs. Jan V. Eisenhower  
Dean  
Executive Secretarial School  
3907 Lemmon Avenue  
Dallas, Texas 75219

FFF:JGR:ph 4/12/83

cc: FFFielding  
JGRoberts✓  
Subject

THE WHITE HOUSE

WASHINGTON

April 11, 1983

MEMORANDUM FOR LINDA FAULKNER  
ASSISTANT SOCIAL SECRETARY

FROM: FRED F. FIELDING  
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The appearance of your letter in the Executive Secretarial School advertising brochure -- which demeans the White House by associating it with a commercial promotion -- is an extremely unfortunate example of why it is so necessary to adhere strictly to this rule.

Attachment

ID # 135285 **CU****WHITE HOUSE  
CORRESPONDENCE TRACKING WORKSHEET**FG 006-01  
phs☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence  
Received (YY/MM/DD) 1 1Name of Correspondent: Linda - Faulkner☐ MI Mail Report

User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Use of letter Faulkner wrote in an  
advertisement for the Executive Secretarial  
School**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>83.04.05</u>        |                  |                   | <u>1 1</u>               |
| <u>CU ATIS</u>             | Referral Note: <u>83.04.05</u> |                        |                  | <u>S 83.04.15</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 EnclosureI - 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, DEOB).

Always return completed correspondence record to Central Files.

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

## MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

April 5, 1983

135285 *CU*

TO: Fred Fielding  
FROM: Linda Faulkner *L.F.*  
RE: Enclosed Brochure

The enclosed brochure for Executive Secretarial School, which I once attended, was printed with a copy of a letter that I had written to the school's dean a year ago. The brochure is clearly an advertisement for the school.

When I wrote the letter, Mrs. Eisenhower was given the clear understanding that it could be used for in-house mailing, i.e., in letters to graduates of the school, but that in no way could it be used for commercial purposes.

I am sorry that she has done this, because I admire Mrs. Eisenhower as a businesswoman and certainly meant everything I wrote in my letter of thanks.

Please let me know what you would wish me to do. Thank you.



**"You can't just turn anybody into a secretary."**

— Jan Eisenhower

THE WHITE HOUSE  
WASHINGTON  
April 23, 1982

Dear Mrs. Eisenhower:  
It was wonderful seeing you just prior to your tour of the White House, and I certainly hope you enjoyed it. Next time you come, please let me know, and I can set you up with a tour that is a little more private.  
It has been my intention to write you for some time to thank you for all of the invaluable skills that were taught to me at Executive Secretarial School. With the exception of my current position, I have started as a secretary and worked up for every job I have ever had and have been very grateful for that entree.  
Aside from the typing and shorthand skills that I learned, I have been particularly grateful for the numerous grammar rules which were drilled into us. Most people do not know them, and college degrees do not seem to be helping us.  
Bravo for making your students aim for excellence and precision. It pays!

Warmest wishes,

*Linda*

Linda Faulkner  
Assistant Social Secretary  
to the White House

Mrs. Jan V. Eisenhower  
Dean  
Executive Secretarial School  
3907 Lemmon Avenue  
Dallas, Texas 75219  
(This is White House form)

At a time when Dallas' unemployment figures are at record highs, it is strange to thumb through the classified ad section of either daily newspaper and see column after column of unfilled secretarial jobs. And if you've kept up with the classifieds for more than five years, you might also have noticed secretarial salaries have climbed to very respectable levels.

But now Jan Eisenhower, founder of the Executive Secretarial School on Lemmon Avenue, believes becoming a secretary is one of the quickest routes to a managerial position.

Eisenhower says the need for experienced secretaries is "acute" and she supports that description by saying the school receives 50 to 75 calls per week from offices that need highly skilled secretaries.

We try to encourage them to move into supervision and management. We think there are a tremendous number of opportunities today for women in these positions, but they are not just going to get hired into it. They are going to have to work their way in and learn the trade and learn the business."

DALLAS TIMES HERALD,  
Friday, November 5, 1982



SKIP HOLLANDSWORTH'S

# Dallas

## Future belongs to secretaries

We have seen the future, and it's at the Executive Secretarial School on Oak Lawn Avenue. Here you will find hundreds of women rushing to and from their classes, learning how to take over the country.

In the great scheme of things, secretaries are regularly maligned. They, however, are the ones who could sabotage the nation's economy easier than the Federal Reserve Board's interest rates.

Granted, enrollment is up at *many* of the 500 or so secretarial schools across the country. Even the competition, though, acknowledges that Gibbs is the Harvard of its ilk. "When we designed our curriculum in the sixties," says Jan Eisenhower, director of the Executive Secretarial School in Dallas, "we looked very hard at what Katharine Gibbs was doing—because we knew it was the best."

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 5, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Use of White House Stationery  
for Mailing to Student Groups

Jonathon Vipond has sent us a copy of a draft letter from White House Fellow Adis Vila to student organizations, concerning Central American policy. Vila proposes to send the letter, along with recent editions of the White House Digest, to Young Americans Freedom, the American Student Association, and The Young Republicans. Vipond seeks our guidance on the use of White House Stationery and the content of the letter.

I see no objection to using official stationery for letters to non-partisan organizations. The second paragraph of the draft letter should, however, be deleted, since it goes beyond providing information or explaining Administration policy and basically urges partisan political activity.

I also have no objection to sending copies of the White House Digest to non-partisan groups. Vila advises that the Digest is prepared for dissemination beyond the White House and is intended to be used as an outreach vehicle.

Official stationery should not be used for letters to political organizations such as The Young Republicans. For that matter, I do not think White House Fellows should send letters to such groups. You are in a better position than I to judge, but I do not think a purpose of the fellows program is to enlist the fellows in partisan politicking. There is also a question as to whether the White House Digest should be distributed to political groups. The Digest is, of course, prepared with appropriated funds, and sending it to political organizations might be considered a misuse of those funds. On the other hand, the Digest will be sent to any group requesting it, and this is not a case of providing hundreds of copies for blanket distribution to a political group's members. On balance I do not consider the mailing of what are essentially widely-circulated press releases to political groups to present a problem.

Attachment

THE WHITE HOUSE

WASHINGTON

August 8, 1983

MEMORANDUM FOR JONATHAN VIPOND, III  
DEPUTY ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING *Or'c. 7/27/83*  
COUNSEL TO THE PRESIDENT

SUBJECT: Use of White House Stationery  
for Mailing to Student Groups

You have asked for our views on a proposed letter from White House Fellow Adis Vila to various student organizations, concerning Central American policy. Official White House stationery may be used for, and Ms. Vila may be identified as a White House Fellow on, letters sent to non-partisan organizations, assuming that communication with such groups falls within Ms. Vila's official duties. Ms. Vila has advised our office that the copies of the White House Digest she proposes to send with the letters are produced for public dissemination, and accordingly we have no objection to enclosing copies of the Digest with the letters.

With respect to the content of the draft letter, the second paragraph should be deleted. That paragraph appears designed to enlist the student organizations in partisan activity, and crosses the line between permissible provision of information and politicking.

Letters to political groups such as The Young Republicans should not be on official stationery. I also question whether it is advisable for White House Fellows to be directly involved in such communications. The purpose of the fellows program is not to enlist the participants in partisan activity.

FFF:JGR:aw 8/8/83

cc: FFFielding  
JGRoberts  
Subj.  
Chron

WHITE HOUSE  
CORRESPONDENCE TRACKING WORKSHEET

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

Name of Correspondent: Jonathan Vigoda

☐ MI Mail Report

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

Subject: Review of Letter to Student  
Opinion Leaders

## ROUTE TO:

## ACTION

## DISPOSITION

| Office/Agency | (Staff Name) | Action Code    | Tracking Date<br>YY/MM/DD | Type of Response | Code | Completion Date<br>YY/MM/DD |
|---------------|--------------|----------------|---------------------------|------------------|------|-----------------------------|
| W Holland     |              | ORIGINATOR     | 83.07.29                  |                  |      | 1/1                         |
| CVAT-18       |              | Referral Note: | 83.07.29                  |                  |      | 83.08.09                    |
|               |              | 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 - 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:

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

THE WHITE HOUSE  
WASHINGTON

*JR*  
*157854dw*

July 26, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JONATHAN VIPOND, III *for Mr. Fielding* -  
SUBJECT: Review of Letter to Student  
Opinion Leaders

Adis Vila, a White House Fellow, assigned to the Office of Public Liaison who has responsibility for liaison with younger citizens, has drafted the attached letter. She asks whether she can send it out to members of various non-partisan and partisan youth organizations. Specifically, she wants to send the letter to the Young Americans for Freedom, the American Student Association and The Young Republicans.

Obviously the letter cannot be sent to young Republicans on White House stationery, but arguably it could be sent to members of the other groups who do not have a partisan connection, as such. However, because of your earlier caution with respect to the dissemination of materials and your recent note concerning the approval of letters advocating particular positions, I thought it wise to seek your counsel and advice. I would appreciate your comments with respect to the appropriateness of any letter or mailings as well as with respect to the specific contents of this letter.

cc: Adis Vila

Attachment

THE WHITE HOUSE  
WASHINGTON

July 19, 1983

*Reagan on  
public affairs*

Dear [College Republican:]

Many of you have asked for detailed information on President Reagan's stand on Central America and have requested written materials on U.S. economic and military aid to the region. I am enclosing three recent editions of the White House Digest. These publications illustrate the characteristics of the Sandinista junta, focus on Soviet and Cuban activities in the Caribbean region, and summarize our vested interest in Central America. I hope these publications answer your questions and help you better understand the soundness of developing a ~~well-thought~~ *thoughtful* out and consistent foreign policy for this region.

I have appreciated your involvement in the past, commend your ability to enlist peer support and hope you will share your enthusiasm. Please dedicate a portion of your free time to debate on this issue and share this information with your colleagues. You may use the enclosed material as the basis of articles in organizational newsletters and letters to your college and community newspaper editors. You may even wish to hold town hall meetings on and off campus to discuss this very important issue with your colleagues. Whichever approach best suits your community, we need and want your involvement.

Our office stands ready to provide you with further information. Please call me at (202) 456-7140. I look forward to hearing from you and knowing of your efforts. We will share your successes with President Reagan.

Sincerely,

Adis M. Vila  
WHITE HOUSE  
FELLOW  
~~Staff Assistant to the President~~  
~~for Public Liaison~~  
OFFICE OF