

The original documents are located in Box 51, folder “President - Presidential Seal (2)” of the Philip Buchen Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

March 17, 1975


Dear Mr. Crump:

I regret the delay in giving you a final response to your letter of February 28 in which you requested permission on behalf of the National Geographic Society to use the Seal of the President on the dust jacket of Our Country's Presidents. While I appreciate the positions you set forth in our meeting as well as your letter, after conferring with Philip Buchen, Counsel to the President, we have concluded that the terms of Executive Order 11649 do not permit us to grant your request.

This office has not granted permission to place the Seal on the cover of any books dealing with the Presidency. It is our understanding that Section 1(g) of this Order, which authorizes this office to permit "other uses for exceptional, historical, educational or newsworthy purposes," was not intended to modify the prohibition found in Section 1(b) against placing the Seal on the cover of publications dealing with the Presidency. In dealing with regulations promulgated on the basis of a criminal statute, our flexibility in interpreting these regulations is restricted. Thus, while you are free to use the Seal in connection with the textual portions of this material, we are not able to authorize its use on the cover. With respect to the approval given to you by the White House in 1966 to use the Seal, Section 3 of P.L. 91-651 provided that any use of the Seal pre-existing the date of enactment (January 5, 1971) of this new law, could continue for no more than one year.

I can assure you that this position is in no way intended to reflect upon either the Society or this publication and I do sincerely hope that you understand the position that we feel we are required to take.

Sincerely,



William E. Casselman II
Counsel to the President

Mr. Donald J. Crump
Associate Director
National Geographic Society
Washington, D.C. 20036

bcc: Phil Buchen



THE WHITE HOUSE
WASHINGTON

*Blivy
seals*

March 17, 1975

Dear Mr. Crump:

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Sincerely,

William E. Casselman II

William E. Casselman II
Counsel to the President

Mr. Donald J. Crump
Associate Director
National Geographic Society
Washington, D.C. 20036

bcc: Phil Buchen



THE WHITE HOUSE

WASHINGTON

May 22, 1975

*Rec'd
Gale*

Dear Senator Dole:

Don Rumsfeld has referred your letter of May 8, 1975, to me regarding a request by the Kansas Historical Society to use the Seal of the President on a plaque commemorating the President's visit to the Kansas Statehouse.

Although use of the Seal is limited by statute, as well as Executive Order 11649, this Order does allow the Seal to be used on a monument or other commemorative display. I have, therefore, enclosed a photograph of the Seal for this purpose. Your thoughtfulness and that of the Historical Society is most appreciated by the President.

With best wishes.

Sincerely,

Philip W. Buchen

Philip W. Buchen
Counsel to the President

The Honorable Bob Dole
United States Senate
701 Quincy
Topeka, Kansas 66603





RALD R. FORD LIB

THE WHITE HOUSE

WASHINGTON

June 5, 1975

*Presidential
Seals*

gr

Boyer

MEMORANDUM FOR:

PHILIP BUCHEN

FROM:

MAX L. FRIEDERSDORF *mf*

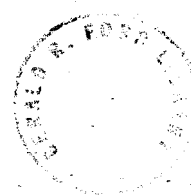
SUBJECT:

Constituent request from
Congressman Samuel S. Stratton.

On May 21, I forwarded to your office for further handling the request Congressman Stratton forwarded on behalf of his constituent, Mr. Henry H. Heins, for an item for his collection. Attached is a copy of my acknowledgment, which is self-explanatory.

I am now in receipt of a letter from Mr. Heins who advises me he is sending his album for inspection in the hope his request can be approved. I am forwarding both his letter and the album to you for further handling. Please note his request that the album be returned to him after it has served its purpose.

Thank you for your assistance.



THE WHITE HOUSE
WASHINGTON

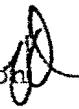
June 5, 1975

Eva:

Somewhere in your shop this request from Mr. Stratton's constituent is pending.

The constituent, Mr. Heins, wrote to Max Friedersdorf in re his request as per copy of his letter attached. Would you hold any further action until the album he is forwarding is received and Max will then send it on to your office for action.

Thanks.

Virginia Olson 



May 21, 1975

Dear Sam:

This is in response to your May 14 letter on behalf of Mr. Henry H. Reine who wishes to obtain two Great Seals of the United States affixed to White House letterheads, one to be signed by the President and the other by the Secretary of State.

This is a request which must be submitted for review by the Counsel to the President. I will be pleased to ask that this be done and you will hear further as soon as possible.

With kindest regards,

Sincerely,

Max L. Friedersdorf
Assistant to the President

The Honorable Samuel S. Stratton
House of Representatives
Washington, D. C. 20515

See: w/incoming to Philip Buchen for DIRECT REPLY
Please provide this office with copy of response.

MLT:ET:VO:jlc



Henry H. Heins
22 Marvill Street
Albany, N. Y. 12209

June 3, 1975

Mr. Max L. Friedersdorf
Assistant to the President
The White House
Washington, D. C. 20500



JUN 4 1975
JUN 4 1975

Dear Mr. Friedersdorf:

Congressman Samuel S. Stratton has kindly shared with me your letter to him dated May 27th, concerning my request for specimen impressions of the Great Seal of the United States.

There seems to be a misunderstanding as to what I had requested, and I thought it best to get this letter to you as soon as possible to clarify the matter.

~~Under separate cover I am mailing to you today my personal album~~
~~containing one complete set of Great Seals of the fifty states~~
~~and all the U.S. territorial possessions.~~ This collection was made in duplicate, one set for the New York State Library and one for myself; it took me fifteen years to assemble, since not all state administrations would go along with the idea the first time around.

Now I would like to cap the collection, again in duplicate, with the Great Seal of the United States. However — and here is where the misunderstanding crept in — I would like the two documents bearing our nation's Seal to match the ones from the 50 states, in that each document bears the Seal and the signatures of both the chief executive and the secretary of state.

In your letter you stated "one to be signed by the President and the other by the Secretary of State." This is not what I had in mind. As you will see when you receive my album, each sheet is signed by both.

I realize that I am asking a great deal, for the President to sign for me not one document but two, but I am asking this only after the same thing has already been done by 50 state governors, 100 United States senators, and 50 secretaries of state — to say nothing of good old Harry Truman who kindly added his signature (as a former senator, of course) to both of the Missouri sheets.

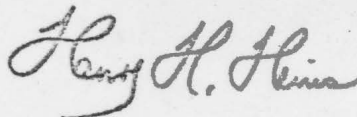
Somehow, and this still surprises me, the format which I had suggested was adopted verbatim by almost every one of the statehouses across the country, as will be evident in leafing through the album. Perhaps a similar wording could be used by the White House.

Again, what I am sending for your inspection (Congressman Stratton has already seen it) is only one half of the total collection. The other set, much better mounted, is in the New York State Library, where it has already been on exhibit once in the rotunda show cases, and may be displayed again next year for the Bicentennial — especially if our nation's Great Seal and its top signatures can be added to complete the picture.



Thank you very much for your trouble, and I trust it will not be too much of an imposition for me to ask that the album be returned to me after it has served its present purpose.

Respectfully yours,



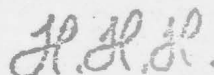
Henry H. Heins

cc: Congressman Stratton

P.S. In writing to the state governors, I had suggested that one set of the sheets be typed: "presented to the New York State Library by H.H.H.", and the other set: "in the permanent keeping of H.H.H."

Some states provided the two different wordings; others sent both sheets with the first wording only. This is why my personal set in the album includes both types.

Georgia and Mississippi were the last two states to respond, just within the past year. Georgia's great seal consists of a unique but bulky two-sided wax pendant on a ribbon, which the album could not accommodate — thus the xerox copies on the Georgia page.



Dear Sir:

This is in response to your May 14 letter on behalf of Mr. Henry H. Hines who wishes to obtain the Great Seal of the United States affixed to White House letterheads, and to be signed by the President and the other by the Secretary of State.

This is a request which must be submitted for review by the Counsel to the President. I will be pleased to ask that this be done and you will hear further as soon as possible.

With kindest regards,

Sincerely,

Max L. Friedlander
Assistant to the President

The Honorable Samuel S. Stratton
House of Representatives
Washington, D. C. 20515

best w/incoming to Philip Bechen for DIRECT REPLY
Please provide this office with copy of response.

MLF:ET:VO:jlc



THE WHITE HOUSE
WASHINGTON

June 17, 1975

MEMORANDUM FOR

John C. Keeney, Esquire
Acting Assistant Attorney General
Criminal Division
Department of Justice

The enclosed tie was sent to the President as a gift by the manufacturer. A copy of the accompanying letter from Mr. Samuel Singer, dated May 28, 1975, is enclosed.

Mr. Barry Roth of my staff spoke with Mr. Singer concerning his use of the Seal of the President. Mr. Singer, prior to using the Seal, indicated that he had contacted the Secret Service in Boston to inquire whether there were any restrictions on use of the Seal and was advised that there were none.

Inasmuch as this appears to be a use of the Seal that is inconsistent with 18 U.S.C. 713 and E.O. 11649, I bring this matter to your attention for such action as you may deem appropriate. If my office can be of any additional assistance to you in this regard, please contact Mr. Roth.

P.W.B.

Philip W. Buchen
Counsel to the President



Enclosures

SHORE & SINGER INC.

MANUFACTURERS OF DISTINCTIVE NECKWEAR

(617) 542-0998

(617) 542-0927

EIGHTY-SIX ESSEX STREET
BOSTON, MASSACHUSETTS 02111

100 KINGSTON ST.
BOSTON, MA. 02111

May 28, 1975

President Gerald Ford
The White House
Washington, D. C.

Dear President Ford:

As part of a series of Bi-Centennial neckwear, we
are making the enclosed necktie.

I thought you might enjoy wearing this tie.

Best wishes.

Very truly yours,

Samuel J. Singer

SHORE & SINGER, INC.
SS:HH



THE WHITE HOUSE
WASHINGTON

July 15, 1975

2
Mr.
Felt

MEMORANDUM FOR

The Honorable Richard L. Thornburgh
Assistant Attorney General
Criminal Division

The enclosed matches were recently brought to the attention of this office by a member of the White House staff. Inasmuch as this appears to be a use of the Seal of the President that is inconsistent with 18 U.S.C. 713 and E.O. 11649, I bring this matter to your attention for such action as you may deem appropriate. This office has not given permission for this use of the Seal.

Please contact Barry Roth of my staff if you require additional information in this regard.

P.W.B.

Philip W. Buchen
Counsel to the President

Enclosures



Peoples
Drug Stores



Store of the
Presidents

STRIKE ON BACK COVER



July 30, 1975

*Pres.
Seal*

Dear Mr. Wilkins:

Thank you for your letter of July 1 in which you requested permission to use the Seal of the President in connection with your Boy Scout literature.

Use of the Seal is limited by statute and Executive Order 11649 to use by the President, with certain exceptions generally related to news and historic purposes. Unfortunately, your request does not come within the authorized exceptions, and I regret that we cannot reply affirmatively to this request.

Your inquiry is appreciated.

Sincerely,

Phillip W. Buchen
Counsel to the President

Mr. Herbert J. Wilkins
Scout Executive
Boy Scouts of America
Alamo Area Council
2326 N. W. Military Drive
San Antonio, Texas 75213

PWB:BNR:GMK:dlm



THE WHITE HOUSE
WASHINGTON

July 28, 1975

Presidential

Seal

MEMORANDUM FOR: JACK MARSH
THROUGH: PHIL BUCHEN *P.W.B.*
FROM: BARRY ROTH *BR*
SUBJECT: Use of the Seal of the President

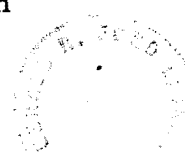
Referencing your memorandum of July 26 concerning Congressman Mahon's request on behalf of a constituent for a copy of the Seal of the President, use of the Seal is limited by statute and Executive Order 11649 to use by the President with certain enumerated exceptions, generally for news and historical uses. This Order, a copy of which is attached, does not allow for the personal use of the Seal by persons other than the President. For your information, the distribution, by or on behalf of the President, of cuff links and other items embossed with the Seal, and the presentation of items to the President that contain the Seal, are considered to be uses of the Seal by the President in accordance with the Order.

You may wish to include the following explanation to Chairman Mahon:

"I have been advised by the Counsel to the President that use of the Seal is limited by statute and Executive Order 11649 to use by the President with certain enumerated exceptions, generally for news and historical uses. This Order, a copy of which is attached, does not allow for the personal use of the Seal by persons other than the President.

"I regret, therefore, that we are unable to comply with this request on the basis of the information you have provided. However, should your constituent feel that his intended use of the Seal does fall within one of these exceptions, we would be pleased to again consider his request."

Attachment



Office of the White House Press Secretary

THE WHITE HOUSEEXECUTIVE ORDERREGULATIONS GOVERNING THE SEALS OF
THE PRESIDENT AND THE VICE PRESIDENT
OF THE UNITED STATES

By virtue of the authority vested in me by section 713(b) of title 18, United States Code, 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. Such use shall be limited exclusively to the text, and any use of the Presidential or Vice Presidential Seal or Coat of Arms or any likeness or substantial part thereof on the cover of the above items is prohibited;
- (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.

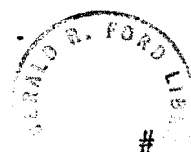
SECTION 2. The manufacture, reproduction, sale, or purchase for resale, either separately or appended to any article manufactured or sold, of the Seals of the President or Vice President, or any likeness or substantial part thereof, except as provided in this Order or as otherwise provided by law, is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

RICHARD NIXON

THE WHITE HOUSE,
February 16, 1972

#

#



July 31, 1973

*Presidential
Seal Bureau
has copy.*

Dear Senator:

This is in further response to your letter of July 8 concerning the request of Mr. Sam Bloomfield for copies of the Seals of the President and Vice President.

While we appreciate Mr. Bloomfield's desire to obtain copies of the Seals for his private collection, the Office of the Counsel to the President informs me that the provisions of Executive Order 11649 which Mr. Bloomfield cites are not intended to allow the personal use of the respective Seals by persons other than the President and Vice President. Generally, the Seals are intended for use only by the President and Vice President with certain enumerated exceptions, primarily for news and historical uses. I regret, therefore, that we cannot reply affirmatively to this request, but trust that you understand the basis for this decision.

I have enclosed the photograph which Mr. Bloomfield sent of his collection.

With best wishes,

Sincerely,

William T. Kendall
Deputy Assistant
to the President

The Honorable William Proxmire
United States Senate
Washington, D. C. 20510

bcc to Philip Buchen - FYI

WTK:Buchen:jlc



THE WHITE HOUSE

WASHINGTON

August 22, 1975

Pres. Seal

MEMORANDUM FOR: JIM LYNN

FROM: PHIL BUCHEN *P.W.B.*

SUBJECT: Executive Order on the
Presidential Seal

All use and reproduction of the Presidential and Vice Presidential Seals are limited by law (18 U.S.C. 703) and by regulation in the form of Executive Order 11649 issued February 18, 1972. The purpose of the statute was to restrict commercial and other inappropriate uses of the Seal. This office has special responsibility for the administration of this statute through authorization in the Executive Order to make exceptions for "exceptional, historical, educational or newsworthy purposes."

We have a persistent problem which indicates the need for an amendment to the Executive Order as it applies to the use of the Seal on book covers. The existing Order authorizes use of the Seal in books and journals incident to a description of history of the Seals or the Presidency or Vice Presidency but then prohibits such use on the cover:

"Such use shall be limited exclusively to the text and any use of the Presidential or Vice Presidential Seal or Coat of Arms or any likeness or substantial part thereof on the cover of the above items are prohibited."

We have encountered a number of instances in which publications already in print have used the Presidential Seal on their covers after promulgation of the Executive Order. See e.g., Tab A. We have also recently turned down a request by the National Geographic to use the Seal on the cover of a book on all the Presidents.



Such serious and respectful use of the Seal does not seem in any way inappropriate, and should have equal standing with the right of the news media to reproduce it on magazine covers as they may and have done in the past. There is some merit to the argument that the Seal is the single most appropriate and dramatic way to present a book on the Presidents or the Presidency. From a practical standpoint, there would be some difficulty in prosecuting Theodore White or the New York Times for reproducing the Seal on the covers of their books; and it is difficult to justify these uses while rejecting requests like that of the National Geographic.

We have considered whether we should approve some of the meritorious cases under our discretionary authority for exceptional, educational and historical uses. We have not done so because the Order deals so expressly with the subject of book covers -- and in an educational and historical context -- that there does not appear to be any room left for discretion.

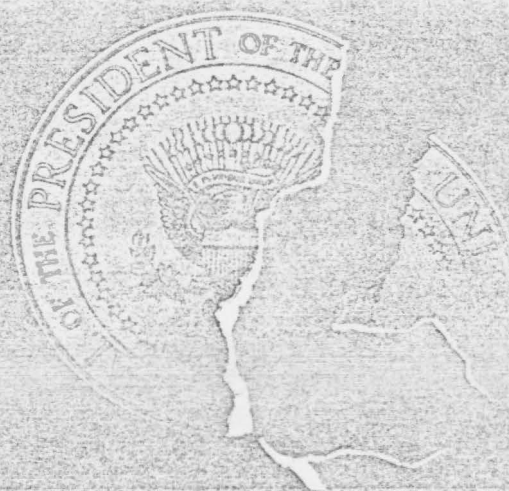
For these reasons, we would recommend amending the Executive Order by deleting the second sentence of Section 1(b) which presently reads as follows:

"Such use shall be limited exclusively to the text, and any use of the Presidential or Vice Presidential Seal or Coat of Arms or any likeness or substantial part thereof on the cover of the above items is prohibited;"

Theodore H. White

Breach of Faith

THE FALL OF
RICHARD NIXON



Theodore H. White

The Making
of the President
1972

A narrative history of American politics in action



PROFILES & PORTRAITS OF
American
Presidents

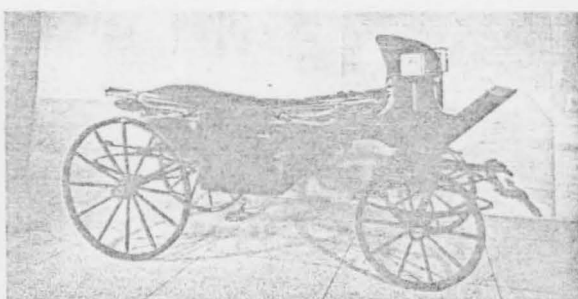


U. S. :
HISTORY-
PRESIDENTS

Ba



Presidents on Wheels



The Complete Collection of Carriages and Automobiles
Used by Our American Presidents

by Herbert Ridgeway Collins

Associate Curator, The Smithsonian Institution



A New York Times Book



THE BOOK OF PRESIDENTS

Over 500,000 interrelated facts and figures on:
personal and public lives accomplishments administrations
times of war and peace post-presidency days

The complete chronological record—Washington to Nixon

by
TIM TAYLOR



With Twenty-Five Plates

Pictorial History of American Presidents

The first 100 years of the history of the United States

from George Washington to Dwight D. Eisenhower



John and Alice Durant

© 1969

THE WHITE HOUSE
WASHINGTON

August 21, 1975

MEMO FOR: Phil Buchen
FROM: Dudley Chapman *DC*
Barry Roth *BR*
SUBJECT: Presidential Seal

The attached memorandum for your signature
is self-explanatory.



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

GENERAL COUNSEL

Policy
Letter
[ca. sept 1975]

Honorable Edward H. Levi
Attorney General
Washington, D. C. 20530

Dear Mr. Attorney General:

Herewith, in accordance with the provisions of Executive Order No. 11030, as amended, is a proposed Executive order entitled "Amending Executive Order No. 11649, Regulations Governing the Seals of the President and the Vice President of the United States."

This proposed Executive order, prepared in this office on the recommendation of Mr. Philip W. Buchen of the White House Office, would delete the provision of Executive Order No. 11649 which precludes the use of the Presidential or Vice Presidential seal on the cover of any publication.

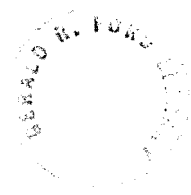
We would appreciate your views regarding the issuance of this proposed Order. The views of the Department of State are being requested, also.

Sincerely,

William M. Nichols
Acting General Counsel

Enclosure

COPY FOR MR. PHILIP W. BUCHEN - THE WHITE HOUSE



EXECUTIVE ORDER

AMENDING EXECUTIVE ORDER NO. 11649, REGULATIONS
GOVERNING THE SEALS OF THE PRESIDENT AND THE VICE
PRESIDENT OF THE UNITED STATES

By virtue of the authority vested in me by
Section 713(b) of Title 18 of the United States
Code, paragraph (b) of Section 1 of Executive Order
No. 11649 is amended to read as follows:

"(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;".

THE WHITE HOUSE

, 1975



September 10, 1975

*Pres.
Seal*

MEMORANDUM FOR: JACK MARSH
FROM: PHIL BUCHEN
SUBJECT: Use of the Presidential Seal

You are correct that use of the Presidential Seal on an invitation by Pepperdine University is not consistent with Executive Order 11649 governing use of the Seal. Generally, the Seal is available only for use by the President, with certain limited exceptions for news and historical purposes. Except when the Seal is attached to an invitation from or on behalf of the President, our view is that the Seal is not to be used on invitations to events where the President will merely appear, unless the President so directs. In this case, there is little that we can now do other than to remind the Scheduling and Advance Offices to be alert to any requests to use the Seal by groups before whom the President will appear.

cc: Warren Rustand
Red Cavaney

BNR:ns



THE WHITE HOUSE
WASHINGTON

September 9, 1975

MEMORANDUM FOR: PHIL BUCHEN

FROM: JACK MARSH 

Please note the attached invitation from Pepperdine University with the Seal affixed.

I thought there were certain restrictions on the use of the Seal and particularly in instances of this type.





Pepperdine University
invites you to the dedication of the
Leonard K. Firestone Fieldhouse
11:00 a.m., Saturday, September 20, 1975
Malibu, California

Address by
Gerald R. Ford
President of the United States



September 12, 1975

*Pres.
Seal*

Dear Congressman Stratton:

I regret very much the delay in responding to your request on behalf of Rev. Henry Heins, for two specimen impressions of the Great Seal of the United States affixed to White House letterhead and signed by the President and Secretary of State.

By law, the Secretary of State has custody of the Great Seal, and is authorized to affix the Great Seal only to certain classes of official documents. For this reason, we are unable to respond affirmatively to your request. However, if Rev. Heins believes it would be appropriate for inclusion in his collection, I would be pleased to provide him with a specimen impression of the Seal of the President of White House stationery.

I am returning the album which was sent to Mr. Max Friedersdorf. It is a most impressive collection.

With best wishes.

Sincerely,

Philip W. Buchen
Counsel to the President

The Honorable Samuel S. Stratton
House of Representatives
Washington, D. C. 20515

Enclosure

bcc: Max Friedersdorf



THE WHITE HOUSE

WASHINGTON

September 22, 1975

*Pres.
Seal*

Dear Mr. Moffett:

This is in response to your letter of September 10 on behalf of Mr. Roger Kennedy concerning reconsideration of his request to obtain a copy of the Seal of the President.

By statute and Executive Order 11649, use of the Seal is limited to that by the President, with certain exceptions generally related to news and historic purposes. Use of the Seal by private citizens is not authorized. It would appear from the information you have forwarded to us that Mr. Kennedy's request does not fall within these exceptions. I regret that we are, therefore, unable to respond affirmatively to this request.

With best wishes,

Sincerely,

Philip W. Buchen

Philip W. Buchen

Counsel to the President

The Honorable Toby Moffett
House of Representatives
Washington, D.C. 20515



Department of Justice

Washington 20530

September 26, 1975

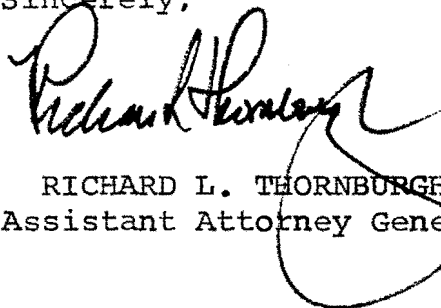
*Presidential
Seals*

Mr. Philip W. Buchen
Counsel to the President
The White House
Washington, D. C.

Dear Mr. Buchen:

The attached letters have been sent to
Peoples Drug Stores and D. D. Bean and Company
asking them to cease and desist from the manu-
facture, sale, or distribution of matchbooks of
the type referred to this Division by your
memorandum of July 15, 1975.

Sincerely,



RICHARD L. THORNBURGH
Assistant Attorney General

Enclosures



RLT:CWB:RGA:cap

Mr. James M. Schwarz
House Counsel
Peoples Drug Stores
6315 Bren Mar Drive
Alexandria, Virginia 22312

Dear Mr. Schwarz:

It has come to my attention that the Peoples Drug Store at Fifteenth and New York Avenue, Washington, D.C. distributes matchbooks which display a reproduction of the Presidential seal along with the words "Store of the Presidents."

I must advise that the reproduction of the Presidential seal without authority constitutes a violation of federal law, specifically, 18 U.S.C. 713(b) and regulations promulgated thereunder, specifically, Executive Order 11649, 37 F.R. 3625, February 18, 1972.

Peoples Drug Stores distribution of matchbooks which display a reproduction of the Presidential seal appears to violate 18 U.S.C. sections 713(b) and 2, which call for both civil and/or criminal sanctions. Peoples Drug Stores is hereby requested to cease and desist from further distribution of any article which uses the reproduction of the Presidential seal, including the distribution of any matchbooks presently in stock or on order.



cc: Philip W. Buchen
Counsel to the President
The White House
Washington, D. C.

If I have a letter from you indicating the voluntary cessation of such activity, no further action will be taken by this office. I trust that I will hear from you by return mail.

Sincerely,

RICHARD L. THORNBURGH
Assistant Attorney General
Criminal Division

By:

CARL W. BELCHER
Chief, General Crimes Section



September 25, 1975

RLT:CWB:RGA:cap

Mr. Vernon J. Bean, President
D. D. Bean and Sons Co., Inc.
Peterborough Road
Jaffrey, New Hampshire

Dear Mr. Bean:

It has come to my attention that your company has manufactured matchbooks which display a reproduction of the Presidential seal which were distributed by Peoples Drug Store, Fifteenth and New York Avenue, Washington, D.C.

I must advise that the reproduction of the Presidential seal without authority constitutes a violation of federal law, specifically, 18 U.S.C. 713(b) and regulations promulgated thereunder, specifically, Executive Order 11649, 37 F.R. 3625, February 18, 1972.

D. D. Bean and Sons' manufacture and sale of matchbooks which display a reproduction of the Presidential seal appear to violate 18 U.S.C. section 713(b), which calls for both civil and/or criminal sanctions. D. D. Bean and Sons Company is hereby requested to cease and desist from further manufacture ~~of~~ sale of any article which uses the reproduction of the Presidential seal, including the sale or distribution of any matchbooks presently in stock.

cc: Philip W. Buchen
Counsel to the President
The White House



If I have a letter from you indicating the voluntary cessation of such activity, no further action will be taken by this office. I trust that I will hear from you by return mail.

Sincerely,

RICHARD L. THORNBURGH
Assistant Attorney General
Criminal Division

By:

CARL W. BELCHER
Chief, General Crimes Section



THE WHITE HOUSE

WASHINGTON

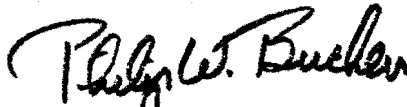
September 26, 1975

Dear Mr. Grant:

Thank you for your inquiry of August 29 in which you request authorization for use of the Presidential Seal in an educational television segment about the colonization of space.

By statute and Executive Order 11649, use of the Seal is limited to that by the President, with certain limited exceptions generally for news and historic purposes. From the information contained in your letter and examination of the proposed script, it appears that your intended use of the Seal does not fall within one of these exceptions. I regret that we are, therefore, unable to respond affirmatively to your request.

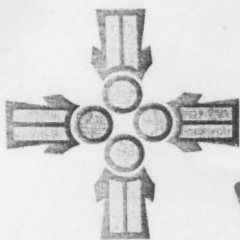
Sincerely,



Philip W. Buchen
Counsel to the President

Mr. David Grant
Producer
WFSU-TV
202 Dodd Hall
Florida State University
Tallahassee, Florida 32306





WFSU-TV

PUBLIC TELEVISION FOR TALLAHASSEE

August 29, 1975

Counsel to the President
Executive Offices of the President
Washington, D.C.

Dear Counsel:

Enclosed please find a script for an educational television segment about the colonization of space.

I note that, according the United States Code, the use of the Official Seal of the President of the United States may be used only upon your authorization.

What we intend to do with this script, after it is produced, is to take an informal telephone tally from our viewers. We will ask them to call us and say whether or not they would support such a space effort and whether or not they want to pioneer in space themselves.

The presidential seal would be used only as a means to dramatize the event. In fact, the way the script is written, the only place it would really be used is in the beginning, before the actual address begins.

Obviously, we would preface the segment by saying that this is a dramatic presentation of a speech which, according to certain sources and indicators (mainly the enclosed article from CoEvolution Quarterly), the president might conceivably give.

I hope you are able to grant us authorization to use the seal in this educational telecast.



Sincerely yours,

David Grant
Producer

P.S. If authorization is granted, the segment would be postscripted with a notice "Use of the presidential seal has been officially authorized by Counsel to the President".

THE WHITE HOUSE

WASHINGTON

*Pres
Seal
10/21/75*

October 21, 1975

Dear Bill:

Thank you for your letter of October 3 concerning the forty plaques for distribution to the participants of the executive interchange program that the President's Commission on Personnel Interchange had ordered before requesting approval for use of the Presidential Seal on these plaques.

In the interests of economy, and in view of the past practice in this regard, we have no objection to your going ahead and awarding the plaques that are now on hand. Again, I recommend that the Commission consider the adoption of its own seal.

With best wishes.

Sincerely,



Philip W. Buchen
Counsel to the President

Mr. William L. Gifford
General Electric Company
777 Fourteenth Street, N. W.
Washington, D. C. 20005



GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, 777 FOURTEENTH STREET, NORTHWEST
WASHINGTON, DISTRICT OF COLUMBIA 20005. Phone (202) 637-4000

WASHINGTON
CORPORATE
OFFICE

October 3, 1975

Mr. Philip W. Buchen
Counsel to the President
The White House
Washington, D. C. 20500

Dear Phil:

Many thanks for your letter of September 16 regarding the use of certificates and plaques for the President's Commission on Personnel Interchange.

The Commission, operating on the basis of previous years, ordered plaques for the group which has now returned to its previous employment. The plaques, I understand, have been received by the Commission. There are approximately 40 of these items.

Question: Since these have been ordered, received and paid for, can they be presented to those who participated in the program?

Your advice would be most welcome.

Sincerely yours,



William L. Gifford



WLG/o

THE WHITE HOUSE
WASHINGTON

Pres's Seal

September 16, 1975

Dear Mr. Gifford:

This is in further response to your recent letter to John O. Marsh seeking permission to use the President's signature and the Seal of the President on certificates and plaques to be presented by the President's Commission on Personnel Interchange.

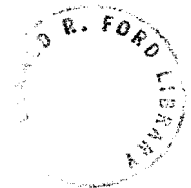
As you may be aware, by statute and Executive Order 11649, the Seal is available for use by the President, with certain limited exceptions for historical, educational and news purposes. Due to the large number of such requests to use the President's signature and the Seal on such awards, and in order to be consistent with the Order governing use of the Seal, it has become necessary to limit their use to plaques and certificates where the President has actually participated in the selection process. I regret that I am, therefore, unable to respond affirmatively to your request, and I trust that you will understand this policy. Of course, the Commission may wish to consider adopting its own seal.

Your inquiry is appreciated.

Sincerely,

Philip W. Buchen

Philip W. Buchen
Counsel to the President



Mr. William L. Gifford
General Electric Company
777 Fourteenth Street, N. W.
Washington, D. C. 20005

THE WHITE HOUSE

WASHINGTON

October 24, 1975

*Griffin
Rosen
(cong.)*

MEMORANDUM FOR: MAX FRIEDERSDORF

FROM: PHIL BUCHEN

SUBJECT: Request to Use the
Presidential Seal

This is in response to your inquiry concerning the use of the Presidential Seal on a commemorative plaque marking the President's visit to Senator Griffin's home. Executive Order 11649 limits use of the Seal to use by the President, with certain narrow exceptions generally ^{for} relating to historical, educational or newsworthy purposes. All of these exceptions are for the benefit of large numbers of persons, unlike this particular request ^{is for the person's benefit} which and accordingly this request should be denied.

*handled by phone with Nancy Kennedy
no need for memo turned down for
above reasons*



THE WHITE HOUSE
WASHINGTON

Griffin
Sen Robert

October 23, 1975

MEMORANDUM FOR:

PHIL BUCHEN

FROM:

MAX FRIEDERSDORF

M. F.

SUBJECT:

Senator Robert Griffin

I received a call from a member of Senator Griffin's staff today, exploring the possibility and legality of the following:

For the Senator's birthday this year, the staff would like to have made up a brass plaque which reads:

"On Friday, July 11, 1975
Gerald R. Ford
the President of
the United States
visited here"

On the plaque, they would like to have engraved the Presidential Seal.

Because of the federal statute prohibiting the use or display of the Presidential Seal by anyone other than the President, I come to you for your advice in the matter.

Many thanks.

(The plaque would be affixed to the Griffin home in Michigan where the President was a guest on July 11th.)



THE WHITE HOUSE
WASHINGTON

November 14, 1975

Dear Senator Brooke:

Bill Kendall has brought to my attention your request on behalf of a constituent, Mrs. Elsie Lord, for a photograph of the Seal of the President in order to incorporate the Seal as part of an afghan she is making for her son.

Use of the Seal is limited by statute and Executive Order 11649 to use by the President, with certain limited exceptions generally relating to news, educational, and historical purposes, none of which are applicable to this proposed use. Personal use of the Seal by individuals other than the President is not permitted and, accordingly, we are unable to respond favorably to Mrs. Lord's request.

With best wishes,

Sincerely,



Philip W. Buchen
Counsel to the President

The Honorable Edward W. Brooke
United States Senate
Washington, D.C. 20510



United States Senate

WASHINGTON, D.C. 20510

COMMITTEES:
APPROPRIATIONS
BANKING, HOUSING AND
URBAN AFFAIRS
SPECIAL COMMITTEE ON AGING
SELECT COMMITTEE ON
STANDARDS AND CONDUCT

OFFICES:
2003-F KENNEDY FEDERAL BLDG.
BOSTON, 02203
617-223-7240
421 OLD SENATE OFFICE BLDG.
WASHINGTON, D.C. 20510
202-224-2742

October 30, 1975

Mr. Bill Kendall
Deputy Assistant to the President
The White House
Washington, D. C.

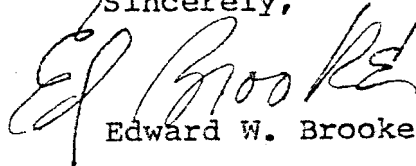
Dear Bill:

Enclosed please find a request from
one of my constituents, Mrs. Elsie Lord, for a
picture of the Presidential seal.

I would appreciate anything that you
can do to accomodate her.

Warmest regards.

Sincerely,


Edward W. Brooke

EWB/ka
enc

September 16, 1975
36 Speckhill Street
Waltham Mass. 02154

Senator Edward W Brooke
203 4 Federal Bldg
Boston Mass

Dear Senator Brooke

I was wondering if you could
do me a special favor I need a
picture of the presidential seal in color.

The reason for this is my
son would like to have an apple with
the seal in the middle. I can crochet or
print it. if I can get the picture to copy.

If you could do this I
would appreciate it very much. I am
baking for one about 20 inches in diameter
has ever any size would be of great help.
Hope to hear from you soon

Thank You

Sincerely

Mrs Elsie M Lord
36 Speckhill St.
Waltham
Mass 02154



THE WHITE HOUSE
WASHINGTON

Date 11/21/75

TO: Phil Buchen

FROM: Barry Roth *BR*

Attached is a draft response to Dick Ford's request for the Presidential Seal. Legally, I see no way to justify the use of the Seal on a set that is only for advertising purposes and you may wish to strengthen the memo.

DRAFT

11/24/75

Pres. gene

MEMORANDUM FOR: DOROTHY DOWNTON

FROM: PHIL BUCHEN *P.*

Referencing your note concerning Dick Ford's request to use the Seal of the President on three sets of golf clubs, there are several problems that should be considered:

1. Ordinarily, we try to limit gifts to the President, particularly those from corporations. I note that Mr. Burkett already provided the President with a set of woods last summer.

2. Use of the Seal is permitted on the two sets which are to be given to the President, if he decides to accept them. However, the use of the Seal on the set for display at Pro Golf does not appear to be permitted by Executive Order 11649 governing the use of the Seal. In addition, to put these clubs for the President on display would identify the President with a particular commercial product and could be construed as his endorsement of these clubs.

I recommend that we suggest to Dick Ford that we not accept this gift. However, if the President wishes to permit the request, Marge Wicklein can arrange for the purchase of the metal discs used on the cuff links for approximately \$1 each.

THE WHITE HOUSE
WASHINGTON
December 8, 1975


Dear Mr. Heins:

Congressman Stratton has brought to my attention your request for a specimen impression of the Seal of the President for inclusion in the collection of Seals which you have presented to the New York State Library.

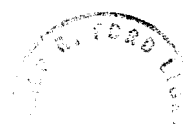
Use of the Seal of the President is restricted by statute and Executive Order 11649 to use by the President, with certain limited exceptions, generally for news, educational or historical purposes. The inclusion of the Seal as part of a public display of Seals does fall within one of these exceptions, and I am pleased to enclose two specimen impressions of the Seal for this purpose.

With best wishes,

Sincerely,


Philip W. Buchen
Counsel to the President

Mr. Henry H. Heins
22 Marwill Street
Albany, New York 12209



THE WHITE HOUSE

WASHINGTON

February 6, 1976

*Pres
Seal*

Dear Mr. Chairman:

This is in further response to your request on behalf of the Veterans Administration Center in Jackson, Mississippi, for permission to use a copy of the seal of the President in a Bicentennial exhibit.

Use of the seal is limited by Statute and Executive Order 11649 to use by the President with certain limited exceptions generally relating to historical purposes. The proposed use of the seal is in accordance with these exceptions and I am pleased to enclose a copy for you.

With best wishes.

Sincerely,

Philip W. Buchen

Philip W. Buchen
Counsel to the President

The Honorable James O. Eastland
United States Senate
Washington, D. C. 20510

Enclosure



THE WHITE HOUSE
WASHINGTON

March 18, 1976

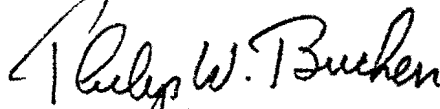
*Pres.
Seal*

Dear Mr. Friedlander:

Congressman Alphonzo Bell has referred to the White House your request for permission to use the Seal of the President as part of a special TV program on Presidential elections.

Use of the Seal is limited by statute and Executive Order to use by the President with certain limited exceptions generally relating to news and historic purposes. Your proposed use of the Seal falls within these exceptions and, accordingly, I have enclosed a photograph of the Seal for this purpose.

Sincerely,



Philip W. Buchen
Counsel to the President

Mr. Leonard Friedlander
President
Lenjen Productions, Inc.
Box 900
Beverly Hills, California 90213





Presidential
Seal

THE WHITE HOUSE
WASHINGTON

7/4/76

Mr. Buchan
said OK.

Lee



THE WHITE HOUSE
WASHINGTON

Date 7/13

TO: Phil Buchen

FROM: BARRY ROTH

ACTION:

Approval/Signature

Comments/Recommendations

For Your Information

REMARKS:

Is this OK to respond to
John Milonowski. We can
redo for your signature
if you prefer.

Barry

THE WHITE HOUSE

WASHINGTON

July 14, 1976

Dear Mr. Milanowski:

Mildred Leonard has asked me to respond to your letter of July 7 concerning the Presidential plate which the Tuberculosis, Health, and Emphysema Society is planning to use for fundraising.

We have been unable to determine with whom you spoke concerning possible White House approval. However, the President's likeness and the other items pictured in the drawing are within the public domain and approval by the White House for such use is unnecessary. Although use of the Seal of the President and Vice President is limited by statute and Executive Order, its use in this fashion is in accordance with Executive Order 11649, a copy of which is enclosed.

I trust that this is responsive to your inquiry. With best wishes,

Sincerely,

Barry N. Roth
Assistant Counsel

Mr. John P. Milanowski
Milanowski & Milanowski
Suite 601 - Peoples Building
60-66 Monroe Avenue, N.W.
Grand Rapids, Michigan 49502

Enclosure

bcc: Mildred Leonard

EXECUTIVE ORDER
11716

AMENDING EXECUTIVE ORDER NO. 11649, REGULATIONS
GOVERNING THE SEALS OF THE PRESIDENT AND THE VICE
PRESIDENT OF THE UNITED STATES

By virtue of the authority vested in me by section 713(b) of title 18 of the United States Code, subsection (b) of section 1 of Executive Order No. 11649 is amended to read as follows:

"(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;".

Gerard R. Ford

THE WHITE HOUSE,

May 28, 1976.

Office of the White House Press Secretary

THE WHITE HOUSEEXECUTIVE ORDERREGULATIONS GOVERNING THE SEALS OF
THE PRESIDENT AND THE VICE PRESIDENT
OF THE UNITED STATES

By virtue of the authority vested in me by section 713(b) of title 18, United States Code, 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. Such use shall be limited exclusively to the text, and any use of the Presidential or Vice Presidential Seal or Coat of Arms or any likeness or substantial part thereof on the cover of the above items is prohibited;

(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.

SECTION 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

THE WHITE HOUSE,
February 16, 1972

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#

#

ATTORNEYS AT LAW

Suite 601 Peoples Building
60-66 Monroe Avenue, N.W.
Grand Rapids, Michigan 49502

John P. Milanowski
Thomas A. Milanowski
James M. Milanowski

Wencel A. Milanowski
of Counsel

July 7, 1976

Ms. Mildred Leonard
Personal Assistant to the President
The White House
Washington, D.C. 20500

Dear Mildred:

Enclosed find a letter addressed to me which is self-explanatory. Also enclosed is the subject matter of that letter. I will appreciate your turning this over to the appropriate office so that we can get confirmation as quickly as possible. The whole project is charitable in nature, and it seems to me we should cooperate in any way we can.

Yours truly,



John P. Milanowski

JPM/cmm

Enclosures





People's Building, Inc.

60 MONROE N.W., DOWNTOWN GRAND RAPIDS, MI 49502, (616) 459-4488

July 6, 1976

Mr. John P. Milanowski
Suite 602 - People's Building
Grand Rapids, Michigan 49502

Dear Mr. Milanowski,

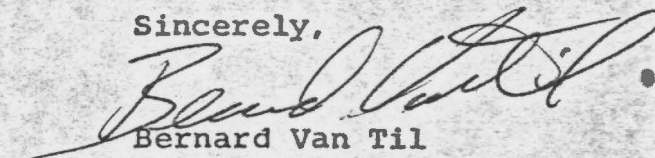
Ralph Childs, Director of the Tuberculosis, Health, & Emphysema Society and I would like to thank you for the cooperation and the suggestions that you have given to help us, in preparing the Presidential plate. The artwork is now completed for the 1976 Bicentennial Limited Edition and in the hands of Gorham Company of Providence, Rhode Island, our plate manufacturer.

As you recall, when Mr. Childs was in your office four or five weeks ago, you placed a call to the White House and explained the project. At that time, you were assured by the White House that there would be no basic objection to the project. We would appreciate it if you would make contact for us to the White House with the final drawing enclosed for the Presidential plate approval. This is the final piece of art which will be transferred to the Limited Edition of 10,000 plates which will be placed in national distribution. The Gorham Company has assured us of a minimum of 1,000 plates prior to the National Republican Convention.

As you know, the income from this project will be used to provide, through the T.H.E. Society, a free pulmonary problem center for the people from the five county area surrounding Kent.

We would appreciate your speedy attention to this request as we are now laying plans for the marketing of these plates.

Sincerely,


Bernard Van Til
Co-Chairman

CC - Hank Fuhs - Co-Chairman
Ralph Childs - Director
Tom Shearer - President of the THE Society
File

Enclosures - Front and Back of the Presidential plate.



Distributed by Herkner Jewelers, Grand Rapids, Michigan

Designed & Illustrated by West Michigan Artist, Frits Hoenderdervanger



OUR BICENTENNIAL PRESIDENT

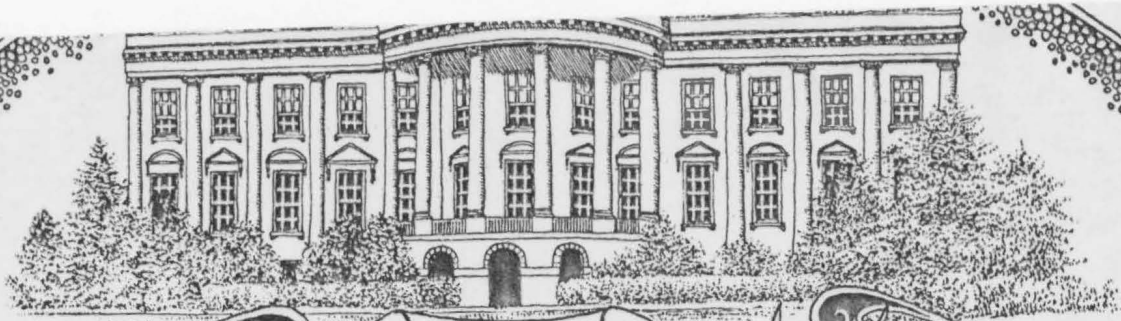
Gerald R. Ford, Jr., was born in Omaha, Nebraska, July 14, 1913 • Reared in Grand Rapids, Michigan, and graduated from South High School • Attended and received degrees from the University of Michigan and Yale University Law School • During World War II served aboard the U.S.S. Monterey, CVL 26 • First elected to the U.S. House of Representatives from the 5th Michigan District in 1948 • He was Minority Leader of the House, when appointed Vice President of the United States on December 6, 1973 • Inaugurated the 38th President of the United States on August 9, 1974.

A 1976 Bicentennial
Limited Edition

Developed & Copyrighted by Tuberculosis, Health & Emphysema Society of West Michigan



GERALD R. FORD LIBRARY



BOYHOOD HOME, GRAND RAPIDS

UNIV. of MICHIGAN



SOUTH HIGH SCHOOL



U.S.S. MONTEREY



YALE UNIVERSITY

BIRTHPLACE, OMAHA, NEBR.



Seal

THE WHITE HOUSE

WASHINGTON

July 21, 1976

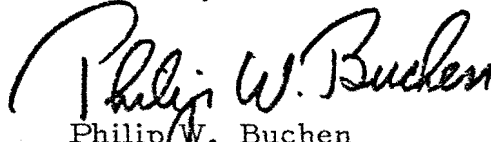
Dear Mr. Fish:

Thank you for your letter of July 16, 1976, concerning your request, on behalf of a constituent, Mr. Peter Reichman, for a copy of the Seal of the President to be displayed with pictures of all the Presidents of the United States as a permanent exhibit in Yorktown's Town Hall.

As you have noted, use of the Seal is limited by statute and Executive Order 11649 to that by the President with certain exceptions generally related to news and historical purposes. Mr. Reichman's proposed use of the Seal is in accordance with Section 1(c) of the Executive Order, and I am pleased to enclose a photograph of the Seal.

With best wishes,

Sincerely,


Philip W. Buchen
Counsel to the President

The Honorable Hamilton Fish, Jr.
House of Representatives
Washington, D.C. 20515

Enclosure

40-110

DISTRICT OFFICES:
POUGHKEEPSIE OFFICE
319 MILL STREET
PHONE: (914) 452-4220
PEEKSKILL OFFICE
738 SOUTH STREET 10566
PHONE: (914) 739-8282
KINGSTON OFFICE
292 FAIR STREET 12401
PHONE: (914) 331-4466

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

July 16, 1976

WASHINGTON STAFF:
JOHN D. BARRY
ADMINISTRATIVE ASSISTANT
MRS. AYA H. ELY
EXECUTIVE AND
APPOINTMENT SECRETARY
JESSICA GOLDSTEIN
LEGISLATIVE ASSISTANT
SHIRLEY CAVANAUGH
CASE WORKER

Mr. Philip Buchen
Counsel to the President
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Mr. Buchen:

RE: PRESIDENTIAL SEAL

According to Mr. DeHart, Acting Director of the Bureau of Engraving and Printing, Executive Order 11649 of February 16, 1972 restricts the use of the Presidential Seal to certain specified uses. One such use, listed in Section 1(g), is for "exceptional historical, educational, or newsworthy purposes as may be authorized in writing by the Counsel to the President." Another, which does not explicitly require a written ruling by the Counsel, is named in Section 1(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".

One of my constituents, Peter Reichman of Yorktown Heights, New York, is now initiating his Eagle Scout Project. He will assemble and mount pictures of all the Presidents of the United States as a permanent exhibit in Yorktown's Town Hall. Both he and the town would very much appreciate the opportunity to include a color rendition of the Presidential Seal in this exhibit.

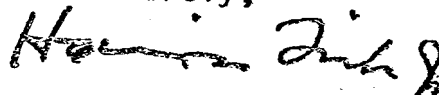
It seems to me that the Yorktown Town Hall could justifiably be regarded as a museum or educational facility in which there is an exhibit relating to the Presidency for the purposes of Section 1(c). If not, I would hope that you would recognize the historical and educational purposes of the exhibit and permit it under Section 1(g).

In either case, I understand that a letter from you is necessary before it will be possible for the Bureau of Engraving and Printing to sell Mr. Reichman a copy of the seal. Therefore, I would be very grateful for a prompt and favorable ruling.

Thank you very much for your time and trouble.

With all best wishes, I am

Sincerely,

A handwritten signature in dark ink, appearing to read "Hamilton Fish, Jr.", with a stylized flourish at the end.

Hamilton Fish, Jr.
Member of Congress

HF:bb

THE WHITE HOUSE

WASHINGTON

July 27, 1976

Seal

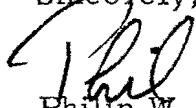
Dear Bob:

Bill Kendall has brought to my attention your recent letter on behalf of Mr. John E. Nagle concerning a Presidential inaugural woven bookmark.

Use of the Seal of the President is limited by statute, 18 U.S.C. 713, and Executive Order 11649, as amended. Mr. Nagle's proposed use of the Seal appears to be consistent with this Order, a copy of which is enclosed. The President's likeness is generally considered to be in the public domain and is thus available for appropriate use without special permission from the White House. As a matter of long-standing policy, the White House cannot take any action which could be considered as endorsing or approving a particular commercial product and any promotion of this project by Mr. Nagle's company must avoid making such implications. You may also wish to advise Mr. Nagle that the date for the Inaugural is January 20 rather than January 15, as indicated in his letter.

With best wishes,

Sincerely,



Philip W. Buchen
Counsel to the President

The Honorable Robert P. Griffin
United States Senate
Washington, D.C. 20510

P. S. The enclosures with your letter are returned as requested.

bcc: Bill Kendall

PWB:BNR:ns

Central Files

8/9/76

V.P. is sending
a letter this
morning & will
send us a copy.
Attached



Full
Presidential
Seal

Thursday 8/5/76

2:00 Tom Lee called again from Grand Rapids.
He was wondering if you had had a
chance to check on the Gerald Ford
Mural Committee.

(616) 241-1726

(Mr. Buchen talked with H.P. -- since
Barry has gone out of town.)

H.P. was to follow up
with a call directly to
Lee, but be sure he did



August 6, 1976

Dear Mr. Lee:

In response to our recent phone conversation I am pleased to enclose copies of the Seal of the President for use on the cover of the press briefing books to be distributed at the airport ceremonies dedicating the mural in honor of President Ford. I am including a black and white photo, a color photo and a color transparency of the Seal for your convenience and use.

If I can be of any further assistance, please don't hesitate to contact me.

With best wishes,

Sincerely,

S/
H. P. Goldfield
Office of the
Counsel to the President

Mr. Thomas Lee
2472 Abbingdon Drive, SE.
Grand Rapids, Michigan 49506



Pres. Seal

THE WHITE HOUSE
WASHINGTON

October 1, 1976

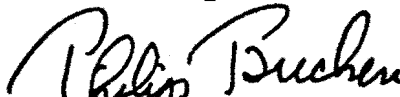
Dear Congressman Hillis:

This is in further response to your letter of September 23, 1976, to Mr. Charles Leppert regarding your constituent's request for a copy of the Presidential Seal to be used by his children and their classmates for a display in their school.

As you have noted, use of the Seal of the President is limited by statute and Executive Order 11649 to use by the President with certain limited exceptions for historical, educational and news purposes. The proposed use of the Seal by your constituent appears to be in accordance with this Order and I have therefore enclosed a photograph of the Seal.

If I can be of further assistance, please do not hesitate to contact me.

Sincerely,



Philip W. Buchen
Counsel to the President

The Honorable Elwood H. Hillis
House of Representatives
Washington, D. C. 20515

Stamp: OCT 1 1976

THE WHITE HOUSE

WASHINGTON

October 4, 1976

Dear Senator Tower:

This is in further response to your office's September 24 letter to Mr. Joe Jenckes requesting a copy of the Presidential Seal for use by one of your constituents in his classroom.

Use of the Seal of the President is limited by statute and Executive Order 11649 to use by the President with certain limited exceptions for historical, educational and news purposes. The proposed use of the Seal by your constituent appears to be in accordance with this Order and I have therefore enclosed a photograph of the Seal.

If I can be of further assistance, please do not hesitate to contact me.

Sincerely,



Philip W. Buchen
Counsel to the President

The Honorable John Tower
United States Senate
Washington, D. C. 20510

Enclosure

THE WHITE HOUSE
WASHINGTON

October 9, 1976

Dear Congressman Dent:

This is in further response to your September 30 letter to Mr. Charles Leppert regarding your constituent's interest in obtaining a copy of the Seal of the President for his collection of emblems.

By statute and Executive Order 11649 (copy enclosed), use of the Seal is limited to that by the President, with certain exceptions generally related to news and historic purposes. Private or commercial use of the Seal is not authorized. I regret, therefore, that we are unable to respond affirmatively to your request and trust your constituent will understand the limitations set by law.

If I can be of further assistance, do not hesitate to contact me.

Sincerely,

Philip W. Buchen
Philip W. Buchen
Counsel to the President

The Honorable John H. Dent
House of Representatives
Washington, D. C. 20515

Enclosure

up to Leppert

