# FEDERAL BUREAU OF INVESTIGATION FREEDOM OF INFORMATION/PRIVACY ACTS SECTION COVER SHEET

SUBJECT: ROWAN & MARTINS LAUGH-IN CROSS REFERENCES

UNITED STATE **IMENT** MemoranaumCallahan Casper Conrad Dalbey Mr. Syllivan Felt DATE: March 8, 1971 TO Gale Rosen l - Mr. Sullivan Tavel Walters 1 - Mr. Rosen FROM : A. Rose Soyars Tele. Room 1 - Mr. Holmes 1 - Mr. Gandy 1 - Mr. Bishop SUBJECT WARREN, NEW JERSEY INFORMATION CONCERNING Captioned individual telephonically contacted the Bureau at 8:51 P.M. on 3/8/71 and reported that he had been watching the Rowan and Martin Show on Channel 4. According to the show was "making fun" of the FBI and the Director. stated that he has always supported the Director and the FBI and that he was going to call the Federal Communications Commission to register an objection concerning "those jerks" (Rowan and Martin) making fun of a Government agency such as the FBI. Mr. was advised that the Director would appreciate his comments and that his call would be made a matter of record. He is not identifiable in Bureau files. ACTION: For information. REC-6 94-4-2439-13 ST-103 MAR 10 1971 mfd

## *Iemorandum*

то

Mr. Bishop

DATE:

3 - 9 - 71

FROM

SUBJECT:

'''ROWAN AND MARTIN'S

LAUGH-IN"

WRC-TV, CHANNEL 4 WASHINGTON, D. C. MARCH 8, 1971

Sullivan Mohr -Rishop Brennan, C.D. Callahan Casper Conrad Dalbey Gale Rosen Tavel Walters Soyars Tele. Room Holmes Gandy

Talson

During captioned show (beginning 8 p.m. EST) a skit concerning the FBI was performed using various regular members of this show's cast. This portic was introduced by a shorter skit representing a President and First Lady sitting in the White House chatting. Between them was a large vase of flowers. When their conversation turned to the Director, it was made obvious that one of the flowers was actually a bugging device and the President spoke directly to Mr. Hoover by means of this device.

The longer skit was unified by means of a production-type number consisting of cheerleaders, complete with sweaters emblazoned with "FBI," who sang a "fight song" pertaining to the FBI. This "song," satirical in nature as was the rest of the skit, was interrupted by various minor skits and short gag situations all, of course, bearing on the FBI. A great deal of what purported to be humor related to the Director and his age. For example, a statement was made,"I don't believe that just because the Director of the FBI is named Hoover that there has bee a vacuum in that Department for years." A particularly vicious attack was made by means of a "knock-knock" joke in which the answer to "Who is there?" is answered by "Hoover." In reply to the question "Hoover who?" a play on words is made in the statement "Hoover heard of a 76-year-old policeman?" Another sick-type joke pertaining to the Director was an announcement that "J. Edgar Hoover retired onehalf hour ago but will be back at his desk first thing in the morning."

Although, as is common practice in this show, jokes and sight gags were made in rapid fashion, emphasis in terms of subject matter was placed on surveillance-type activities and clandestine-type operations. In one minor skit, two Agents were portrayed meeting and being extremely guarded in their conversation with each other with each trying to elicit information from the other.

1 - Mr. Mohr

1 - Mr. Bishop

1 - M. A. Jones

94-4-2439-1304 CONTINUED - OVER 4 MAR 10 lors

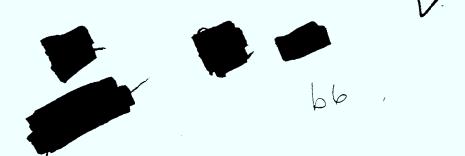


M. A. Jones to Bishop Memo RE: "ROWAN AND MARTIN'S LAUGH-IN"

All in all, this skit pertaining to the FBI was rather typical of the poor fare which is served on this so-called laugh show, a show which has gained some considerable notority by its risque/and irreverent satirical attacks. Tasteless, sometimes downright vicious jokes and a great deal of forced humor add up to a more telling commentary on this low-grade show itself than on the FBI.

#### RECOMMENDATION:

None. For information.



March 17, 1971

EX 101 REC- 65

94-4-2439-1305

60

Chicago, Illinois 60601

Dear Mr.

Thank you for your letter of March 9th. I very much appreciate your kind remarks concerning my work and your support certainly means a great deal to me.

I can readily understand the concern which prompted your letter and your call to the offices of the National Broadcasting Company; however, the FBI has no control over the material utilized by the mass media.

Sincerely yours,

La Edgar Hoover-

NOTE: Correspondent is not identifiable in Bufiles.



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Walters \_\_\_\_ Soyars \_\_\_\_ Tele. Room HI -

fh (3)

MAR 1 7 1971 FBI

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MARAÎL 604971 TELETYPE UNIT





3-9-71

1 ./
Mr. Tolson
Mr. Sullivan
My Marks
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1 777 7
Mr. Hrening CD_
Mr. Callahan
Mr. Casper
Mr. Conrad
Mry
Mr. Felt
Mr. Gale
Mr. Rosen
Mr. Tavel
Mr. Walters
Mr. S yars
Tele. Room
Miss Holmes
Miss Gandy

Dear Mr. Hoover,

Last evening, March 8, 1971, I saw Martin and Rowan's "Laugh In" on Channel 5 which, I believe, is owned and operated by the National Broadcasting Co. They had a skit on the FBI which poked fun at you personally and the FBI.

I believe this was in extremely poor taste and an insidious propaganda effort to undermine the public's confidence in you and the F.B.I. I called the NBC and asked them to register my protest against this sort of program.

I don't know what, if anything, can be done about this sort of thing but I am beginning to be awfully curious about what sort of Americans, if such they be, own these television companies. Keep up the good work.

Sincerely,

Chicago, Illinois 60601)

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ack 3/1/71

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COPY:hcv



b6 ? 3-9-71-Joan Mr. Horver, NBC. fast evening, march 8, 1971) Osaw Martin and Rowans Faugh In in Channel 5 which, I believe, is ouned und operated by the natural Breakcasting Co. They had a spit on the FBI which poped fun at you personally and the FBI I believe this was in extremely pour liste and an insuhour propogunde affort to undermine the publics confidence in you and the FBO. I called the nBC and when them to register my pretest against this sent of program. I don't time what, if anything, can be dere about this sort of thing but I um beginning to be aufully curious about what sent of americans if such the gure 5 work television of man the gure 5 work 3 MAR 10 1071

#### EX-114

1-4-2439-1306 Complainant

Post Office Box

Charlotte, North Carolina 28201

Dear Mr.

PERS. REC

I received the copy of your letter of March 10th to and appreciate the concern which prompted you to write. I am grateful for your action in doing this and want to thank you for your expression of support.

Sincerely yours,

J. Edgar Hoover

MAILED 22 9 1371 FBI

1 - Charlotte - Enclosure

NOTE:

of Charlotte,

who may be identical to correspondent, was North Carolina, in 1951. Comrespondent is not identifiable in Buffles.

OPY

J. Edger Hoover Testifies

MAIL ROOM TELETYPE UNIT

cmg(4)

Mr. Tolson 1 Mr. Sullivary Mr. Mohr Mr. Bishop Pt . . . . "re Box Mr. Brennen, Mr. Callahar Charlot North Carol Mr. Casper . Mr. Conrad Mr. Dalbey Mr. Felt -Mr. Gale -Mr. Rosen Mr. Tavel Mr. Walter Mr. Soyar Tele. Roo Miss Hol Miss Gar Very truly yours. SEC 83 94-4-2439-

March 10, 1971

Mr. ONational Broadcasting Company

30 Rockefellow Plaza

New York, New York 10020

Dear Mr.

Occasionally. I set myself down in the evening and enjoy a good laugh with LAUGH-IN. This past Monday, March 8, LAUGH-IN, in my opinion earned a "new low" in television programs because of the manner in which Mr. J. Edgar Hoover was demeaned.

It is annoying to me that you as a top-flight executive would permit one of your shows to low rate, castigate, and attempt to make fun of Mr. Hoover who las been a great public servant for over fifty years -- who makes errors like anyone else -- but is one of the best guardians that our country has produced.

This was a real affront -- a blow below the belt -- to Mr. Hoover, to the Federal Bureau of Investigation, to our country, to all decent U.S. citizens, and to me.

CC: VMr. J. Edgar Hoover, Director of FBI

Mr. Robert M. Murphy. Special Agent in Charge at Charlotte Mir.

Charlotte, North Caronna

ama



## Memorandum

TO

Mr. Bishop

3-16-71DATE:

SUBJECT:

ROWAN AND MARTIN'S LAUGH-IN"

WRC-TV, CHANNEL 4 WASHINGTON, D. C.

3-8-71

Conrad

Tavel Walters

#### BACKGROUND:

By memorandum dated 3-9-71, a copy of which is attached, you were advised that during captioned program a skit was performed concerning the FBI. Briefly, the skit featured a production-type dance number consisting of cheerleaders wearing sweaters emblazoned with "FBI," who sang a "fight song" pertaining to the FBI. The entire skit was satirical in nature and featured a variety of minor skits, short gag situations and a number of inane captions which were flashed across the television screen.

It is noted that as is typical of this television program, some of the so-called jokes were not only not humorous but did not make any sense, the sight-gags were ridiculously stupid, and the "fight song" featuring the cheerleaders was to a great extent unintelligible.

While supposedly a "laugh show" the portion of the program pertaining to the Bureau, which lasted for approximately five minutes, was not at all funny, was typically tasteless, and sometimes downright vicious.

In the final analysis the skit concerning the Bureau added up to a more telling commentary on the low-grade quality of this program itself rather than reflecting adversely on the Bureau. It is noted that "Laugh-In" has been steadily declining intelevision ratings and it is easy to understand why when you see the type of material they are attempting to foist on the viewing public in the guise of humor. **RECA** 76

Enclosures dent.

1 - Mr. Mohr-Enclosure

1 - Mr. Bishop-Enclosure

1 - M. A. Jones-Enclosure

CONTINUED - OVE

9 1971

Man 23 mann

M. A. Jones to Mr. Bishop Memo RE: "ROWAN AND MARTIN'S LAUGH-IN"

#### CURRENT DEVELOPMENTS:

Mr. of Seabrook, Texas, has written a letter to be a fine National Broadcasting Company (NBC) protesting the treatment afforded the Bureau in "Rowan and Martin's Laugh-In" on 3-8-71. Mr. who is not identifiable in Bufiles, sent a copy of his letter to the Director with a short personal note handwritten thereon.

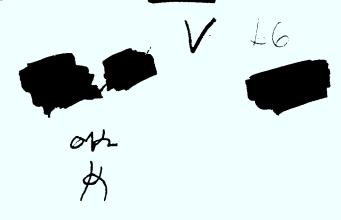
The Director has noted, "Try & get a copy of Laugh-in program for Mar. 8. H."

We have a tape of the portion of the program which reflects the aforementioned skit regarding the FBI. The tape which is of marginal quality reflects the unintelligibility of the lyrics of the so-called "fight song" performed by the cheerleaders wearing "FBI" sweaters. In addition, the various sight-gags and captions that appeared on the screen are, of course, not reflected on the tape. This recording will be maintained in the Crime Research Section in the event the Director wishes to hear it.

#### RECOMMENDATION:

That the attached letter to Mr.

be approved and sent.



March 17, 1971

REGI 94-4-2439-1308

:X-101

Seabrook, Texas 77586

Dear Mr.

I have received the copy of your letter of March 10th, to the National Broadcasting Company which you sent to me.

All of us in the FBI are grateful for the interest and support which prompted you to write this letter, and I wanted you to know that I deeply appreciate the kind sentiments you expressed in your handwritten note.

Sincerely yours,

J. Edgar Hoover

1 - Mr. Mohr (detached)

1 - Mr. Bishop (detached)

1 - M. A. Jones (detached)

my



NOTE: See M. A. Jones to Bishop memo dated 3-16-71, captioned Rowan and Martin's Laugh-In, 'WRC-TV, Channel 4, Washington, D. C., 3-8-71."

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Mr. Callaban. Mr. Casper. Mr. Conrad ... Mr. Daibey. Mr. Felt. MAR 1 0 1971 Mr. Gale .. Mr. Rosen Mr. Tavel ..

Mr. Bullivan. Mr. Nohr.

Mr. Brennan OD

Mr. Walters.

Mr. Soyats

Tele. Room Miss Holmes Miss Gandy.

National Broadcasting System New York, New York

Dear Sir:

ilke the FBI.

On Monday, March 8, 1971, I watched the Laugh-In program and was dis appointed in parts of the show. I feel that this program has steadily deteriorated in the quality of comedy presented. In this particular show, the Federal Bureau of Investigation was a target of undue ridicule and mockery. As a U.S. tax payer, I resent this type of sick comedy about a U. S. government agency which has over the years performed an excellent service. Mr. Hoover and the FBI agents deserve better than this from you and your network. I know that this letter will probably have little or no effect on you and your programming; however, I feel compelled to voice my displeasure in the type of shows you are transmitting into the American home. I feel that the disrespect exhibited by the Laugh-in program contributes to the apparent apathy which many

in addition, I think that the continual ridicule of the Pentagon by the Laugh-In program is also a disgrace. We have many problems in America without this type of sick comedy.

people have toward law and order. I think it is high time that metworks like yours try to portray a more positive picture of agencies

I hope that In the future you and your staff can try to use comedy to paint a better picture of your country and government. it's always easy to be a smart aleck without regard for the other fellow, but it's more difficult to bring real entertainment into the American home without offending the U. S. Government. I would suggest that you get some writers who believe in the American system or at least act like they want to make it work.

Ack Jones to Bishop EX-101

Sincerely, REG- 94-4-243

3 MAR 18 1971

Seabrook, Texas 77586

Mr. J. Edgar Hoover Federal Bureau of Investigation Mr Hoover

Just a note to let you know I am one American who recome white appreciates your long years of service to your country.

Washington, D. C.

COPY MADE FOR MR. TOLSON

FIND REC. UNIL

March 18, 1971

SAC, Seattle REC.33

Director, FBI 94-4-2439-/309

LAUGH-IN PROGRAM

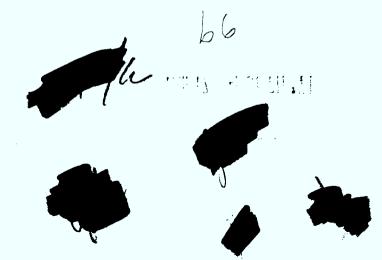
CR

Reurlet 3/12/71.

The letter you indicated you were enclosing from Mr. of Seattle, Washington, was not received at the Bureau. If you will furnish a copy of it, consideration will be given to directing a letter to him.

jls (5)

Sullivan Mohr Bishop MAR 1 8 1971 Brennan, C.D. Callahan Casper Conrad Dalbey Felt Cale Rosen 55 MAR 29 1971 Tavel Walters Soyars Tele. Room Tele. Room	Tolson	1.	MAILED 3	
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Mi. Tolson \_ OPTIONAL FORM NO. 10 MAY 1962 EDITION GSA FPMR (41 CFR) 101-11-8 UNITED STATES G Mr. Callahan emorandum Mr. Casper .. Mr. Conrad \_ Mr. Dalbey \_ DIRECTOR, FBI 3/1: Mr. Felt\_ DATE: Mr. Gale \_ Mr. Rosen \_ Mr. Tavel \_\_ SAC, SEATTLE Mr. Walters \_ ONATIONAL BROADCATING Mr. Soyars \_ Tele. Room \_ LAUGH-IN PROGRAM Miss Holmes . Miss Gandy \_ There is attached a letter dated 3/9/71 from M Washington 98104, which is self-explanatory. I have called Mr. and thanked him for his communication. I have known him for some time, and he is very favorably disposed toward the Bureau. The indices of the Seattle Office contain no information concerning Mr. Should the Bureau desire, it may be worth while to address a letter to him, expressing the Bureau's appreciation for the position he has taken. Bureau (Encl.-1) when Seattle :eon (Seattle) Seattle Let to Spill Sent ( **REC-33** 94-4-2439-1301 7 MAR 15 1971



Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

**REC- 77** March 29, 1971 Seattle, Washington 98104 od Dear Mr. I have read the copy of your letter of March 9th to the of your local paper concerning the recent "Laugh-In" program and greatly appreciate your defense of the FBI against the inane mockery by this program. Sincerely yours, J. Edgar Hoover 1 - Seattle (80-0-1664) Reurlet 3/22/71. NOTE: Bufiles contain no record of ks (4) Sullivan Mohr .. MAILED 21 Bishop Brennan, C.D. MAR 29 197,1 Callahan. Casper Conrad . RECID-READING ROOM **FBI** Dalbey Felt Gale Rosen Tavel Walters Sovars Tele. Room Holmes

IRECTOR, FBI SAC, SEATTLE (80-0-1664) LAUGH-IN PROGRAM 2439-1309 94-4-29 ReBUlet 3/18/71 Letter received from Washington, regarding Laugh-In Program, enclosed. Onational Broadcasting Co. Bureau (Encl.-1) 17 MAR 80 1971 Seattle, Addington 1210.

Seattle, Addington 1210.

Seattle, Machington

Dear Mc.

Taug. In would be very hard-pressed

for laughs these days if they played be a live

audience instead of a "laugh-track," Here is
a show that has consistently deteriorated is
its ability to make people laugh so now they're
dropping as low as possible and poking hard at
some of our most important American institutions.

The Match 8th edition had to be one
of the most tasteless and pointless shows ever
thrown onto the airwaves. The ridicule of one:

The Match 8th edition had to be one of the most tasteless and pointless shows ever thrown onto the airwaves. The ridicule of one of the world's really excellent police forces and the constant downgrading of Director J. Edgar Hoover was not appreciated by this writer or many at many of my friends.

I haven't watched "Laugh-In" for many months and it'll be a long time before I ever tune that way again, but I believe that as a part owner of the airwaves along with the rest of the American people, I should be irate about this last effort by Rowan and Martin to elicit laughter from "sick" jokes on another fine American institution....the F.B.I.

Unfoftunately, many of our young people can see in this type of "low" comedy, another erosion of law enforcement. We've had too much of this type of thing already. Frankly, I've had my stomach full of this business and I would hope other Americans will complain to the network and to the F.W.C.

ACK 312911 300 94-4-2139-1311

ENCLOSURE

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Date: 6/7/76 Transmit the following in . (Type in plaintext or code) AIR MAIL (Priority) DIRECTOR. FBI (28-2598) FROM: ADIC, LOS ANGELES (28-5179) (P) JEFFREY ANDREW JOSEPH, aka SUBJECT: Jeff Joseph COPMAT 00: Los Angeles Re Bureau airtel to all offices dated 1/12/76 Enclosed for the Bureau is a letter from Assistant United States Attorney (AUSA) JERRY L. NEWTON to the ADIC, Los Angeles dated 3/3/76 and six copies of an LHM, which memorandum is to be forwarded to ROBERT P. WEIDNER, Esquire, Government Regulations, Criminal Division, Room 842, SAFE Building, Washington, D.C., 20530, pursuant to the instructions contained in first enclosure. It is noted that referenced AUSA lett supersedes the instructions contained in Bureau airtel to all offices dated 1/12/76. Los Angeles will await instructions from ROBERT P. WEIDNER, Departmental Attorney, regarding disposition of the films in question. REC-18 Bureau (Encl. SNCLOSURE Los Angeles JUN 1

Sent.

\* U. R. GOVERNMENT PRINTING OFFICE : 1869 O - \$46-080 (11)



In Reply, Please Refer to File No.

#### UNITED STATES DEPARTMENT OF JUSTICE

Los Angeles, California
June 7, 1976

#### JEFFREY ANDREW JOSEPH COPYRIGHT MATTER

In , information was received that

On May 1, 1975, U.S. Magistrate Robert M. Stone, Camarillo, California, issued search warrants for these two locations and on this same date the search warrants were executed and numerous films and business records were seized.

On November 4, 1975, Joseph pleaded guilty to Count 4 of an indictment which originally contained eight counts.

On January 8, 1976, Joseph was sentenced to six months custody of the Attorney General by U.S. District Court Judge Lawrence T. Lydick for violation, Title 17, United States Code, Section 104, Willful Infringement of Copyright for Profit. All other counts of the indictment were dismissed.

A number of the films as well as all business records seized pursuant to the search warrants have been returned to Jeff Joseph. The following films, however, have not been returned. They are listed with all available information in possession of the Federal Bureau of Investigation:

28-2598-9

This decument contains neither recommendations may employed at the FBI. It is the property of the FBI and is loaned to your agency; it and its contents are not to be distributed outside your agency.

ENCLOSURE



### JEFFREY ANDREW JOSEPH

Tit	tle /	Copyright Proprietor	Date of Registration and Registration Number				
1.	Star Trek" (The City on the Edge of Forever)	Paramount					
2.	Tonka"	Walt Disney	November 14, 1958 LP 13958				
3.	Alcoa Presents Vanishing Point"	World Television Programming	January 28, 1959 LP 12925				
<sup>4</sup> ;	"March of the Wooden Soldiers" (Believed to be "Babes in Toyland)	Metro-Goldwyn- Mayer	November 28, 1934 LP 5161 renewed February 2, 1962 R290107				
5.	Mickey Mouse Club, show of October 10, 1958	Walt Disney	LP 15714				
6.	"The Fugitive" (A Taste of Tomorrow)	Quinn Martin Productions	April 12, 1966 LP 43000				
7.	Smothers Brothers Comedy Hour	Comedic Productions, Inc.	June 4, 1967 LP 35301				
8.	Lonely Are The	Universal Pictures Company, Joel Productions, Inc.	April 20, 1962 LP 24918				
9.	The Defenders (The Bigamest #43)	Plautus Productions and Defender Productions, Inc.	October 31, 1962 LP 26171				
10.	"George Burns and Gracie Allen Show"						
11.	Amateur Hour 1 Love Lucy Show"	Desilu Productions, Inc.	June 30, 1955 LP 24578				

QPTIMAL FORM NO. 10 MAY 1962 EDITION GSA FPMR (41 CFR) 101-11.6 UNITED STATES GC ERNMENT

## lemorandum

TO

DIRECTOR, FBI

DATE: 10/24

Miscellaneous

MI Tavel ..

Mr. Cal. an . Mr. Cenrad ...

Mr. Trotter....

Tele. Room.... Miss Heimes Miss Gandy

FROM:

SUBJECT:

SAC, MIAMI (62-0)

INFORMATION CONCERNING

On October 21, 1968, the above individual telephonically contacted the Miami Office and advised that he was on the staff of who is currently campaigning in Florida for

He went on to make reference to the ROWAN and MARTIN "Laugh In" program on television and in very strong terms stated he considered this program to be seditious in nature and wanted to know what he as a citizen could do. He also inquired as to what this Bureau was going to do about this program and if we were going to be at the rally comes to Miami. Proceeding when '

The FBI's jurisdiction was most courteously however, he became quite explained to Mr. belligerent and then launched into a somewhat disjointed tirade mentioning FDR and pro-German thinking in the United States before World War II.

He indicated it was obvious to him that the FBI was not going to do anything to stop this program on television. At this point he abruptly hung up the phone.

He again called within five minutes and launched into a similar belligerent tirade and again hung up a short time later.

The above is being furnished for the information of the Bureau in view of the fact this individual alleges he is on the staff of

The Miami indices are negative regarding this

individual.

- Bureau Miami

jth

1968 U.S. Savings Bonds Rezularly on the Payfold Savings Plan

Dear Mr. Hoover:

Mr. Richard Nixon, a Presidental candidate and wellintentioned American appears on a show called Laugh Indi for his friend Paul Keys.

He says "Sock it to Me" which has become a catch phrase with the young group.

However.

It was most controversial. Anti-American, anti-establishment.

"very interesting" as another character in the show says.

I never understood how far-reaching and long enduring the conspiracy is. He has been heard to say

bu see, I've learned the first step is to discredit. Make fun of ... break down, and a so-called innocent show (which incidental has a rating and stars"Rowan and Martin") is a very importa part of their program.

And Mr. Richard Nixon who has pobably the most conscious of all candidates of the great communist conspiracy goes on a show like this just to get more exposure. Land prove he 's a jolly fellow. What is America coming to

REC- 51 /22-88461 I am an American with a proud heritage, and I think therere certain things that a Presidential Candidate should and should not do, and one of them in not to "take jokes"

werecen or ter. DE

CORRESPOND

know where of I talk.

April 9, 1971

REC 8 62-112.701-9

Mrs. 3021 Dumbarton Avenue, N. W. Washington, D. C. 20007

Dear Mrs.

It was indeed good of you to furnish me the copies of your correspondence relative to the television program of concern to you. This support of our endeavors, as well as that in your note, is most appreciated by all of us.

Sincerely yours,

J. Edgar Hoover

NOTE: Mrs. is on the Special Correspondents List.

km (3)

Tolson MAILED 21 Sullivan Mohr APR 12 1971 Bishop Brennan, C.D. Callaban FB1 Casper Conrad Dalbey Felt Gale ADING ROOM Rosen Tavel

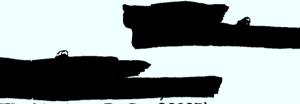
Gandy.

MAIL ROOM TELETYPE UNIT

DO-6 OFFICE OF DIRECTOR
FEDERAL BUREAU OF INVESTIGATION
LNITED STATES DEPARTMENT OF JUSTICE

4-6-71

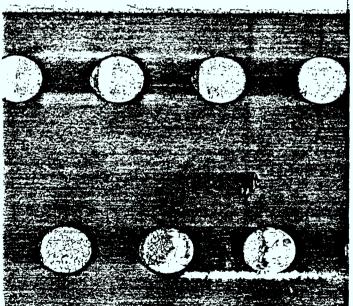
I 'phoned Hale Bogg's office and censored him as strongly as possible and 'phoned Life magazine and expressed my strong disapproval!



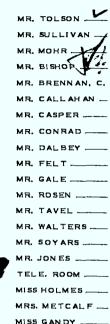
Washington, D.C. 20007)

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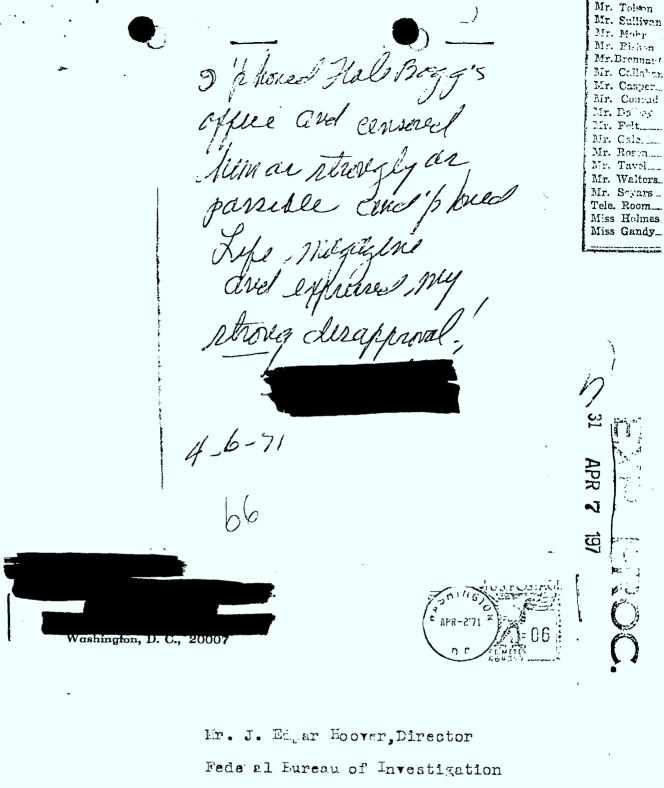












Justice Department

Fersonal

Washington D.C.

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3- KNOW DOWN J



Advertising Office Ford Division

Ford Marketing Corporation P.O. Box 1558 Dearborn, Michigan 48121

March 30, 1971 .

cs.

Washington, D. C. 20007

Dear Mrs.

This is in response to your recent letter commenting on the LAUGH-IN television program.

As you may or may not know, the program content is solely the responsibility of the television network. As only one of several participating advertisers, we have neither the opportunity to edit the program content nor review it before it goes on the air. Nevertheless, we do indeed regret that your distaste for a particular show was transferred to our company and products.

Apparently a great many other people share your views because the audience has declined during the past year. Consequently, we do not plan to renew for next year.

Sincerely yours,

Advertising Office

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ENCLOSUREY 42 - 1/11

Washington, D.C. 20007 April 6, 1971.

Mr. Henry Ford, II, Ford Motor Company, Detroit, Mich.

Dear Mr. Fords

You had Mr. To your advertising office answer my letter objecting to Ford motor Company sponsoring a show, "Laugh-In" which derides and degraded the Director of the F.B.I. I find it sickening that the indifferent and the vicious have combined to abuse a public servant who has kept this country free of most of the great crimes of the world (and could have done more had he more men) and whose personal life has been so above reposach. I doubt that ANY ONE OF THE attackers could stand the glare of publicity which has been focused on Mr.J.Edgar Hoover. That silly Jack Anderson going through the Director's trash...how shocking that this is allowed.

of large corporations which spend millions of dollars every year to advertise their product but have absolutely NO CONTROL over HOW that money is spent! In other words, you turn over millions of dollars to improve your minage to any kook, radical, anti-American outfit which happens to secure your account. Don't you ever check the make-up of the igencies! Surely if you finance such programs one must assume that you concur with the philosophy of the network! If not, whi give an unknown (perhaps anti-establishment writer directors millions of stockholders money to destroy the reputation and image of your company?

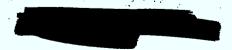
Isn't it time advertisers retained some control over their own money - (and the stockholderss) public image?

I'm sorry you did not see fit to reply in person. I still think you owe Mr. J. Edgar Hoover and apology.

FNCLOSURE

Very truly yours,

CC: Mr. J. Egard Hoover Director, F. B. I.



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