

**[3/8/78-Not Submitted] [CF, O/A 548]**

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THE WHITE HOUSE  
WASHINGTON

March 8, 1978

Jody Powell  
Stu Eizenstat

For your information and/or  
appropriate handling.

Rick Hutcheson

DATE: 07 MAR 78

FOR ACTION: STU EIZENSTAT  
JODY POWELL  
JACK WATSON

FRANK MOORE (LES FRANCIS)  
TIM KRAFT

INFO ONLY: THE VICE PRESIDENT  
JIM MCINTYRE

HAMILTON JORDAN

SUBJECT: CALIFANO MEMO RE MESSAGE ON DRUG LAW REFORM

\*\*\*\*\*  
+ RESPONSE DUE TO RICK HUTCHESON STAFF SECRETARY (456-7052) +  
+ BY: 1200 PM THURSDAY 09 MAR 78 +  
\*\*\*\*\*

ACTION REQUESTED: YOUR COMMENTS

STAFF RESPONSE: ( ) I CONCUR. ( ) NO COMMENT. ( ) HOLD.

PLEASE NOTE OTHER COMMENTS BELOW:

*Rick:  
we can't work this in  
on March 15 or 16; I think Stu  
would agree that President should only  
announce major legislation ( &  
sign major legislation )  
TK*

WASHINGTON

XC: CABLE  
TATE (RF)  
FMK

DATE: 07 MAR 78

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PLEASE NOTE OTHER COMMENTS BELOW:

Frank Moore: I recommend against the president or Vice President introducing this legislation from the White House. While important legislation, it is not a major initiative and we have recently introduced ~~the~~ two other HEW proposals from the White House.

WASHINGTON

DATE: 07 MAR 78

FOR ACTION: STU EIZENSTAT

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STAFF RESPONSE: ( ) I CONCUR. ( ) NO COMMENT. ( ) HOLD.

PLEASE NOTE OTHER COMMENTS BELOW:



THE SECRETARY OF HEALTH, EDUCATION, AND WELFARE  
WASHINGTON, D. C. 20201

March 7, 1978

MEMORANDUM FOR THE PRESIDENT

FROM JOE CALIFANO *Joe Califano*

SUBJECT: Message on Drug Law Reform

We have been working intensively with the two Health Subcommittees chaired by Congressman Rogers and Senator Kennedy to draft the Administration's drug law reform. We are on the verge of forging a broad-based Congressional coalition to support our bill that should include the key members -- Senators Kennedy, Nelson, Williams, and Javits, and Congressman Rogers and Tim Lee Carter, the ranking Republican.

I recommend that you send a short message to Congress on the legislation. With a strong Congressional coalition behind it, the bill will pass late this year or early next year, although we will face heavy lobbying from industry. The legislation will also be well received by the press and public: it will provide improved protection for consumers, encourage prescription of generic drugs, permit greater public access to drug information, and speed the application process for new drugs.

I do not anticipate any disagreements within the Executive Branch that you will need to resolve. As soon as Jim McIntyre and Stu Eizenstat have approved them, I will send you a memorandum -- and a draft message -- summarizing the proposed reforms.

The legislation will be unveiled at a hearing before Senator Kennedy on March 17th. If your schedule permits, we could arrange a White House announcement on March 15 or March 16. You could appear for three minutes and then leave further briefing to me and Commissioner Kennedy.

cc: Stu Eizenstat  
Frank Moore  
Jody Powell  
Tim Kraft

THE WHITE HOUSE

WASHINGTON

8 March 1978

MEMORANDUM FOR  
THE HONORABLE JUANITA M. KREPS  
Secretary of Commerce

Re: Your Memo Entitled, "Your  
Participation in World Trade Week"

Tim Kraft advises that there is a strong possibility that the President will be making a domestic trip during the week of May 21-27, 1978. Therefore, it is unlikely that he would be able to participate in a ceremony observing World Trade Week.



Rick Hutcheson  
Staff Secretary

cc: Ambassador Strauss  
Jack Watson  
Tim Kraft

THE WHITE HOUSE  
WASHINGTON

Patti:

pls draft memo to Secretary  
Kreps.

Tim Kraft advises that  
there is a strong possibility  
that the President will  
be making a domestic trip  
during the week of May 21-27.  
Therefore, it is unlikely  
that he would be able to  
participate in a ceremony  
observing World Trade Week.





ACTION

THE SECRETARY OF COMMERCE  
Washington, D.C. 20230

MAR 01 1978

MEMORANDUM FOR THE PRESIDENT

SUBJECT: Your Participation in World Trade Week

As you may be aware, World Trade Week 1978 will be observed May 21-27 in accordance with a proclamation carrying your signature (draft proclamation attached).

Traditionally, the publication of this document has represented the full extent of White House participation in World Trade Week. This year, however, in view of the importance of the issue of international trade, I feel that personal participation on your part is very important.

I believe that the most effective activity would be a brief Rose Garden Ceremony in which, after delivering a short statement on free trade and the importance of our export drive, you could present Presidential "E" Awards to a group of manufacturers with outstanding export records.

Such a ceremony would:

- . Require less than a half hour of your time.
- . Give weight to your commitment to a free and open trading environment and more exports.
- . Signal to the business community your support for a strong national export effort and policy.
- . Give impetus to the entire range of government's export development programs.

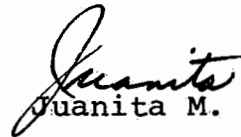
If you agree, the Commerce Department will begin preparation for this event.

Recommendation

That you agree to host a brief Rose Garden Ceremony on May 22, 23 or 24 to honor successful U.S. exporters and give weight to your commitment to support our export drive.

Approve \_\_\_\_\_

Disapprove \_\_\_\_\_

  
Juanita M. Kreps

Attachment

## WORLD TRADE WEEK PROCLAMATION 1978

The United States is a trading nation. From the days of the Yankee trader, the American people have benefited from commercial relations with the rest of the world. Today, more than ever, international trade is essential to our national well-being.

For the American consumer; expanded U.S. trade means broader choices in the marketplace. For American business, expanded U.S. trade offers more opportunities to sell the products of American ingenuity in the world's markets. For the American worker expanded U.S. trade means more jobs at home.

International trade encourages the exchange of ideas, knowledge and experience among nations; it helps make better use of global resources; it nurtures trust among the world's nations.

The United States is firmly committed to fair and open trade. To that end, we and our trading partners are pledged to eliminate impediments to trade, bring about sound and liberal trade rules, and keep the world's economy moving ahead.

NOW, THEREFORE, I, JIMMY CARTER, President of the United States of America, do hereby proclaim the week beginning May 21, 1978, as World Trade Week, and I urge that all the people of the United States participate during this week in activities that will promote continuing awareness of the importance of world trade to our Nation.

IN WITNESS WHEREOF, I have set my hand this \_\_\_\_\_  
day of \_\_\_\_\_, in the year of our Lord nineteen hundred and  
seventy-eight, and of the Independence of the United States of  
America, the two hundred and second.

JIMMY CARTER

ID 78+478

T H E W H I T E H O U S E

WASHINGTON

DATE: 02 MAR 78

FOR ACTION: TIM KRAFT *attached*



INFO ONLY: FRAN VOORDE

JACK WATSON

SUBJECT: KREPS MEMO RE YOUR PARTICIPATION IN WORLD TRADE WEEK

\*\*\*\*\*  
 + RESPONSE DUE TO RICK HUTCHESON STAFF SECRETARY (456-7052) +  
 + BY: 1100 AM MONDAY 06 MAR 78 +  
 \*\*\*\*\*

ACTION REQUESTED: YOUR COMMENTS

STAFF RESPONSE: ( ) I CONCUR. ( ) NO COMMENT. ( ) HOLD.

PLEASE NOTE OTHER COMMENTS BELOW:

THE SPECIAL REPRESENTATIVE FOR  
TRADE NEGOTIATIONS  
WASHINGTON

1 MAR 1978

MEMORANDUM FOR THE PRESIDENT

FROM: Ambassador Strauss

SUBJECT: Your Participation in World Trade  
Week

It is my understanding that Secretary Kreps has proposed that you host a brief World Trade Week Rose Garden ceremony to honor successful U.S. exporters and give weight to your commitment to an expanded export effort.

I strongly endorse this proposal. Not only would it be an effective and efficient way to boost our export programs, but it would provide an excellent opportunity to generate public support for such trade initiatives as the Multilateral Trade Negotiations and the consultations with Japan.

The message you could convey on this occasion would be an important one. Consequently, the Secretary's proposal merits your most serious consideration.

DATE: 02 MAR 78

FOR ACTION: TIM KRAFT

INFO ONLY: FRAN VOORDE

JACK WATSON

SUBJECT: KREPS MEMO RE YOUR PARTICIPATION IN WORLD TRADE WEEK

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STAFF RESPONSE: ( ) I CONCUR. ( ) NO COMMENT. ( ) HOLD.

PLEASE NOTE OTHER COMMENTS BELOW:

*Rick, please inform Secy Kneps that there is strong possibility of Presidential travel in this week (domestic), & it would be advisable for her to make other plans — TK*