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THE WHITE HOUSE
WASHINGTON

208850

1119

PR 007-01

PR 005-01

HU 013-51

2/16/84

MEMORANDUM

COPY
from ORM

TO: FAITH WHITTLESEY

FROM: FREDERICK J. RYAN, JR.

SUBJ: APPROVED PRESIDENTIAL ACTIVITY

MEETING: Photo with Hungarian-American Leaders and presentation of a portrait of the President done by Americo Makk

DATE: February 23, 1984

TIME: 4:30 pm - during Administrative Time

DURATION: 5 minutes

LOCATION: Oval Office

REMARKS REQUIRED: Talking points to be covered in briefing paper

MEDIA COVERAGE: Coordinate with Press Office

FIRST LADY
PARTICIPATION: No

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

cc: R. Darman J. Rosebush
R. Deprospero R. Scouten
B. Elliott B. Shaddix
D. Fischer W. Sittmann
C. Fuller L. Speakes
W. Henkel WHCA Audio/Visual
E. Hickey WHCA Operations
G. Hodges A. Wroblewski
C. McCain Nell Yates
B. Oglesby

THE WHITE HOUSE

WASHINGTON

February 6, 1984

SCHEDULE PROPOSAL

TO: FRED RYAN, DIRECTOR, PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: FAITH WHITTLESEY *FHW*

REQUEST: For Presidential photo op with Hungarian-American leaders.

PURPOSE: To recognize the Hungarian-American community and express support for greater liberalization in Hungary.

BACKGROUND: Hungarian-American community leaders have requested to pay a courtesy call on the President and to present him with a portrait by Americo Makk. Mr. Makk, who was born in Hungary and now lives in Hawaii, is an artist of world renown, having won many awards including four international Gold Medals in the last three years. The portrait of the President shows him with a globe in the forefront and Old Glory and the space shuttle in the background.

There are almost two million Hungarian-Americans. They are concentrated in the industrial Northeast (Illinois to New York) and in California. They were overwhelmingly supportive of the President in 1980, but have not had a meeting with him since the election. The meeting would be publicized by sending short press notices and photographs to the Hungarian-American press which includes one daily, 14 weekly and 7 monthly publications.

The photo op with the President would be preceded by a briefing on foreign and domestic policy issues.

PREVIOUS PARTICIPATION: None

DATE: February 21 - March 2

DURATION: 5 minutes

LOCATION: Oval Office

APPROVED FOR *VWD*
Date. *2/23/84*
Time. *4:30* - *Adam Tiani*
Length. *5 min*
Date *2/13/84* *FJR*

PARTICIPANTS: Bishop Iranyi, Laszlo Pasztor (former chairman of the RNC Heritage Council), Americo Makk and five other Hungarian-American leaders.

OUTLINE OF EVENT: Delegation enters Oval Office. Head of delegation, Mr. Pasztor, makes brief remarks and presents the portrait to the President. The President makes short remarks. Then, the President poses for photographs with the delegation. The delegation leaves the Oval Office.

REMARKS REQUIRED: Talking points

MEDIA COVERAGE: White House press

RECOMMENDED BY: Faith Whittlesey, NSC

PROJECT OFFICER: Linas Kojelis, x2741

222932 ①

4690

GI002

April 18, 1984

PR007-01
HN 013-51PERSONAL

Dear Mr. Makk:

It was a pleasure to greet you and your family when you came to the White House with other representatives of the Hungarian-American *Gift* community. Again, my thanks for the framed portrait which you presented to me on behalf of the American Hungarian Federation, as well as for the two other portraits that you and Mrs. Makk created for me. Your artwork will serve as a remembrance of friendship from freedom-loving Hungarians everywhere.

With my deep appreciation for your kindness, and with my best wishes to you and your family,

Sincerely,

COPY
from ORM

X
Mr. Americo Makk
1515 Laukahi Street
Honolulu, Hawaii 96821

cc: Linas Kojelis
Off. of Pub. Liaison

RR:CMF:JEH:AVH:mds

840418

April 18, 1984

Dear Mr. Pasztor:

It was a special pleasure to greet you, the Americo Makk family, and other representatives of the Hungarian-American community when you came to the White House recently. Thank you again for the portrait which Americo Makk presented to me on behalf of the American Hungarian Federation. This gift will serve, not only as a special remembrance of your organization's friendship, but more especially as an expression of support from freedom-loving Hungarians everywhere.

Please be assured that my Administration will continue to strive with you on behalf of the oppressed peoples of Hungary and elsewhere in Eastern Europe. You and your colleagues have my best wishes for the continued success of your worthy endeavors.

Sincerely,

Mr. Laszlo C. Pasztor
Chairman, Executive Board
American Hungarian Federation
656 Greenlee Road
Pittsburgh, Pennsylvania 15227

cc: Linas Kojelis
Off. of Pub. Liaison

RR:CMF:JEH:AVH:mds

April 17, 1984

PERSONAL

Dear Mr. Makk:

2.

It was a pleasure to greet you and your family when you came to the White House with other representatives of the Hungarian-American community. Again, my thanks for the framed portrait which you presented to me on behalf of the American Hungarian Federation, as well as for the two other portraits that you and Mrs. Makk created for me. Your artwork will serve as a remembrance of friendship from freedom-loving Hungarians everywhere.

With my deep appreciation for your kindness, and with my best wishes to you and your family,

Sincerely,

RR

Mr. Americo Makk
1515 Laukahi Street
Honolulu, Hawaii 96821

cc: Linas Kojelis
Off. of Pub. Liaison

RR:CMF:JEH:AVH




April 17, 1984

Dear Mr. Pasztor:

It was a special pleasure to greet you, the Americo Makk family, and other representatives of the Hungarian-American community when you came to the White House recently. Thank you again for the portrait which Americo Makk presented to me on behalf of the American Hungarian Federation. This gift will serve, not only as a special remembrance of your organization's friendship, but more especially as an expression of support from freedom-loving Hungarians everywhere.

Please be assured that my Administration will continue to strive with you on behalf of the oppressed peoples of Hungary and elsewhere in Eastern Europe. You and your colleagues have my best wishes for the continued success of your worthy endeavors.

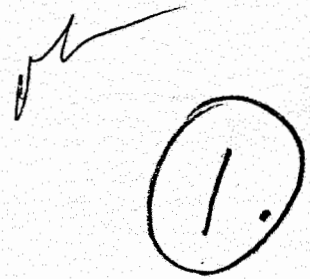
Sincerely,
RR

Mr. Laszlo C. Pasztor
Chairman, Executive Board
American Hungarian Federation
656 Greenlee Road
Pittsburgh, Pennsylvania 15227

cc: Linas Kojelis
Off. of Pub. Liaison

RR:CMF:JEH:AVH

gH

A handwritten signature is located above a circled number '1'.

WHITE HOUSE GIFT REGISTER

(For President/First Lady)

Please Complete as Thoroughly as Possible

Send Gift and Register to: White House Gift Unit, Room 494, OEOB (456-7133)

Date: March 29, 1984

Date Gift Received: March 29, 1984 Accepted By or Presented to: Linas Kojelis

Title: Associate Director

Office: Office of Public Liaison

GIFT
INTENDED
FOR

President: ☐

First Lady: ☐

President & First Lady: ☒

Other First Family Member (Name): _____

DONOR
INFORMATION

Name of Donor: Americo, Eva and A.B. Makk

Title of Donor: 1515 Laukahi Street, Honolulu, Hawaii 96821

Address of Donor: _____

Country: _____

PRESENTED BY:

Donor: XXX

Other (Name): _____

Address: _____

GIFT
INFORMATION

Circumstances of Presentation: (including date, location, and purpose of event) Mr. and Mrs. Makk and their son, A.B., presented the President with a portrait of the President along with 9 Hungarian-American community leaders in the Oval Office on March 29. These are other gifts which we thought it best not to bring into the
Description of Gift: Oval Office for the presentation.

Portrait of the President; portrait of the President and First Lady;

Hawaii State medal designed by the Makk's; a book of the Makks' artwork.

ACKNOWLEDGMENT

Copy Attached: _____ To be Handled by Gift Unit: XXX

Coordinate acknowledgment with other office: _____

(ie, Hospitality, NSC, State)

REPORT
PREPARED
BY

Name: Linas Kojelis

Tel: x2741

Office: OPL

Room No.: 438 EOB

OTHER
COMMENTS

The portrait presented personally to the President was on behalf of all Hungarian-Americans. These other gifts are from the Makk's.

Attached is the briefing paper for the President for this event. ✓

For Gift Unit Use:

Date received: _____

Through: _____

THE WHITE HOUSE

WASHINGTON

March 28, 1984

MEETING WITH HUNGARIAN-AMERICANS

DATE: March 29, 1984
LOCATION: The Oval Office
TIME: 4:30 p.m.

FROM: Faith Whittlesey

I. PURPOSE

To recognize the Hungarian-American community and express support for greater liberalization in Hungary.

II. BACKGROUND

Hungarian-American community leaders have requested to pay a courtesy call on the President and present him with a portrait by Americo Makk. Mr. Makk, who was born in Hungary and now lives in Hawaii, is an artist of world renown, having won four international Gold Medals in the last three years. Prior to the meeting with you, the delegation will have been briefed on U.S. policy toward Hungary, Eastern Europe and the U.S.S.R.

III. PARTICIPANTS

Bishop Iranyi (At-Large bishop to Hungarian-Americans), Bishop Abraham, Bishop Butosi, Rev. Bertalan (Pres., American Hungarian Reformed Fed.), Mr. Szabo (Pres., Penn Fraternal Assn.), Rev. Vitez (Pres., Freedom Fighters Assn.), Mr. Bodnar (Pres., Hungarian Scouts), Mr. Gereben (Pres., Hungarian Coordination Comm.), Mr. Belso (Pres., Hungarian-American Republicans), Mr. Pasztor (Pres., American-Hungarian Federation), Mr. and Mrs. Makk.

IV. PRESS PLAN: Local press and wire service photographers

V. SEQUENCE OF EVENTS

1. Linas Kojelis (ko-YELL-iss), Associate Director (OPL), will introduce Mr. Pasztor (PAS-tor) who will introduce the rest of the delegation.
2. Mr. Makk will present the portrait to you.
3. You make brief remarks to the group and pose

TALKING POINTS FOR
PHOTO-OP WITH HUNGARIAN-AMERICANS

- I am very honored to receive such a distinguished delegation and such a wonderful portrait. I understand that your, Mr. and Mrs. Maak (mack) (the artists), have come from Hawaii just for this presentation.
- Though you have presented the portrait on behalf of the Hungarian-American community, in my heart, I will consider it a gift from freedom loving Hungarians everywhere.
- We have worked hard in this Administration to help the oppressed people of Eastern Europe, through improved overseas broadcasting, economic policies and statements of moral support.
- I know that many of you devote great time and energy to work on behalf of Hungary, and you can be sure that this Administration will continue to work closely with you in the future.

AD PRO HAWAII

Advertising and Public Relations

March 23, 1984

FOR IMMEDIATE RELEASE

ALERT TO LOCAL AND NATIONAL NEWS MEDIA

PRESIDENT REAGAN TO ACCEPT PORTRAIT BY AMERICO MAKK

On March 29, 1984, President Ronald Reagan, in a formal ceremony in the White House Oval Office, will accept his portrait by international-award-winning artist Americo Makk.

President Reagan is the second incumbent U.S. President painted by Americo Makk, whose portrait of Jimmy Carter already hangs in the White House. Americo Makk and his wife, Eva, and son, A.B., have painted innumerable Official Portraits of Presidents, Cardinals, Ambassadors, Governors, Senators and other dignitaries, even Kings and Queens. They have also created numerous historical and ecclesiastical murals and ceilings, including the world's largest single-theme painting. A major retrospective of their work will be exhibited in Washington, D.C., May 14-18, 1984, in the rotunda of the U.S. Senate.

The Presidential Portrait is a 48" x 24" oil; the figure of the President is life-size and dynamic. The painting is full of action and vitality in keeping with the spirit of the times, the sudden changes in political groups and societies, and the rapid advancements of technology. It uses the President's features and gestures to express his creative commitment to the people of the United States and the world: his face reflects both compassion and determination, and his hands, moving dramatically, give direction and shape to the future.

Above and to the right of the President's figure, as we look at the portrait, the space shuttle soars heaven-ward, opening a new frontier for man, a dynamic symbol of the active development of a United States' space program that will change our planet, develop the resources of the solar system, and assure the defense of the free world. That world, showing the North American continent, rests beside the President, shielded, by him and by the draping of the American flag, from the forces of oppression which loom darkly and dramatically in the upper left of the painting.

Americo Makk's Portrait of the President is a work of major historical significance, one which will grace the White House and speak of our time to future generations of Americans. A daring departure from the more common kinds of official portraiture, a work of unique aesthetic excellence, it captures the soul and the significance of its subject and its era. It has an artistic reality that will out-live both artist and subject in the same way the portraits of Rembrandt and Reubens, Van Dyke and Goya, Sargent and Stuart have outlived the people who sat for them. Our grandchildren and great-grandchildren, and their great-grandchildren, will honor Americo Makk's Presidential Portraits in the museums of the world.

P.O. BOX 1274, KANEOHE, HAWAII 96744 (808) 235-5775

Release prepared by Larry LeDoux, Editor, Artists in Paradise

1515 LAUKAHI ST.
HONOLULU, HI 96821
U.S.A.

(808) 373-1996
(808) 373-2772

Fine Arts

Eva and Americo Hakk



WASHINGTON, D.C.
THE MORGAN COMPANY
FINE ART AND CUSTOM FRAMING

MERLE L. MORGAN

(202) 223-1040

1984

To: President Ronald Reagan
With sincere friendship from
the three Malles

Ann. Lu
Joe M. M. M.
A.B. Malle

MAKK Americo, Eva, A.B.

Edited, with Commentary,
by Larry V. LeDoux, Doctor of Arts

1984

To: President Reagan and Mrs. Reagan
With admiration for all your
work to safeguard the free world
and our Great Nation

With thanks and much

affection



James M. Makk
James M. Makk
A.B. Makk

Copyright 1982 by Americo, Eva and A.B. Makk. All rights reserved. No part of this work or art, may be reproduced in any form, manually or electronically or mechanically, including photography, photocopy, recording, or any information storage and retrieval system, or by any other device, without prior written permission from the Makks.

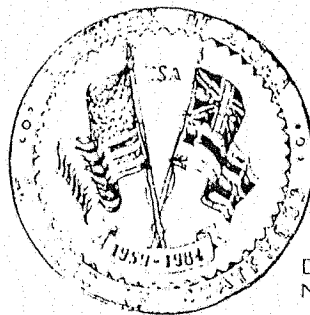
Printed in the United States of America

Copyright 1982
Americo, Eva, A.B. Makk
Herff Jones Publishers
Logan, Utah

HAWAII JAYCEES

169 S. KUKUI STREET • HONOLULU, HAWAII 96813

PRESENT THE OFFICIAL SILVER JUBILEE COMMEMORATIVE COIN



Obverse

Design
Not Exact

PURE SILVER LIMITED EDITION



Reverse

ABOUT THE ARTISTS

OBVERSE SIDE

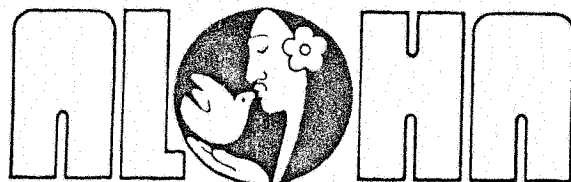
Americo and Eva Makk, winners of ten international awards in the last four years, have painted two American Presidents and the heads of Church and State throughout Europe and the United States.

Their design illustrates the American and Hawaiian Flags joined in unity and aloha.



THE OFFICIAL

Hawaii: 25 years of statehood. A lifetime of



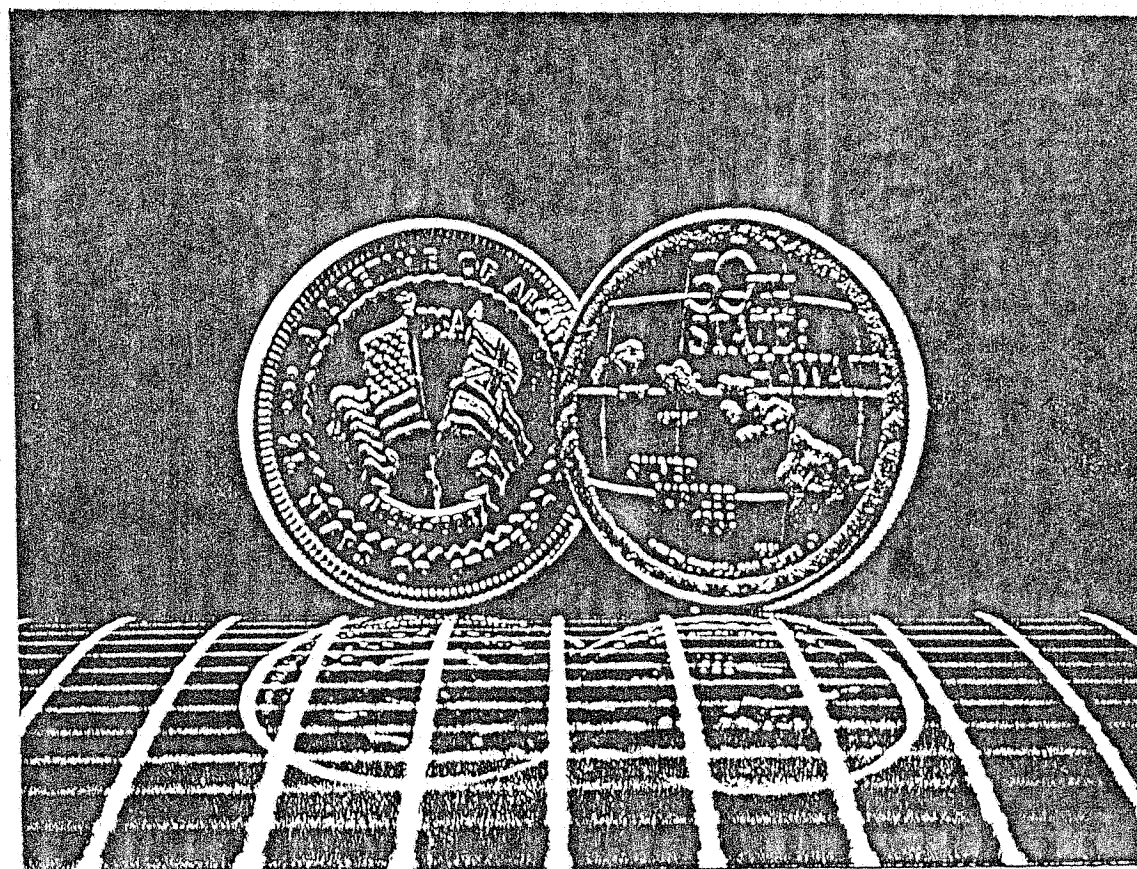
SILVER JUBILEE COMMEMORATIVE COIN

25 YEARS OF STATEHOOD

1959-1984

FIRST LIMITED EDITION

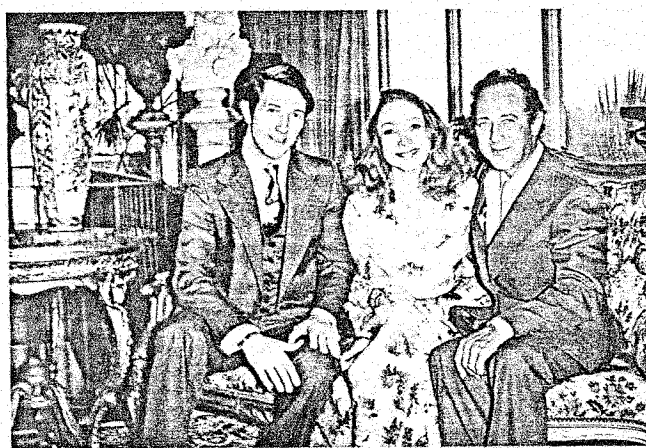
1 TROY OUNCE 0.999 FINE SILVER 38.1mmx3mm



HAWAII STATEHOOD SILVER JUBILEE



Living Life Full Color, Full Speed



The Makk Family

by Cheryl Chee Tsutsumi

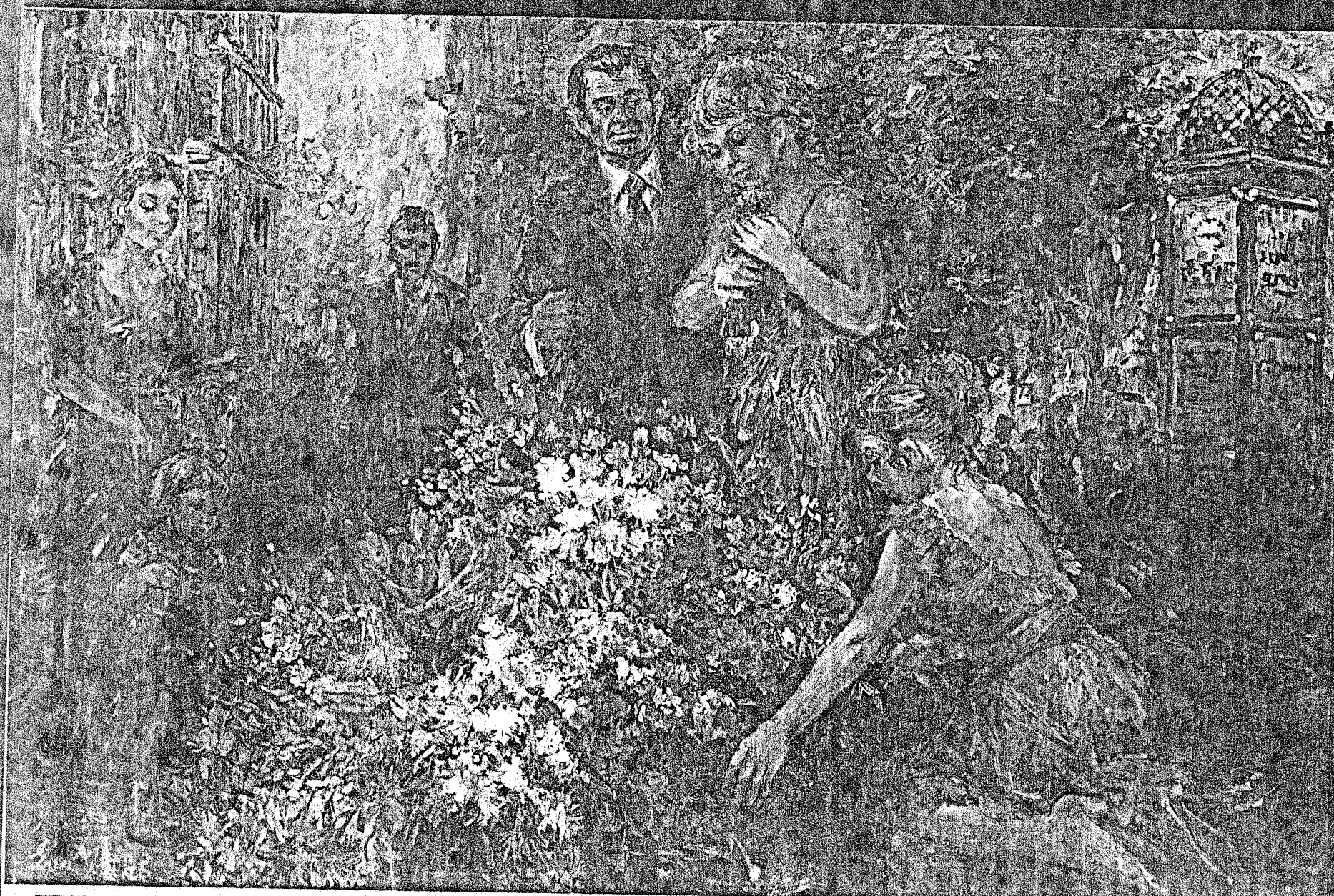
For Americo, Eva and A.B. Makk, life has been filled with as much color and drama as their internationally-acclaimed canvases. They have met kings, cardinals and presidents; have journeyed to the heart of the Amazon; have painted their way across four continents.

The scope of their work extends even further. All the passions, struggles, beauty and ecstasies of the human experience are embraced in their paintings—from cheerful vignettes of country life to immense, awe-inspiring ecclesiastical murals in centuries-old cathedrals. Home to the Makks for the past fourteen years has been high atop Waialae Iki ridge on Oahu where, in a sunlit studio overlooking the scenic coastline from Koko Head to Diamond Head, they record their impressions of life with remarkable strength and sensitivity.

Americo, born in Hungary, chose to pursue his love for

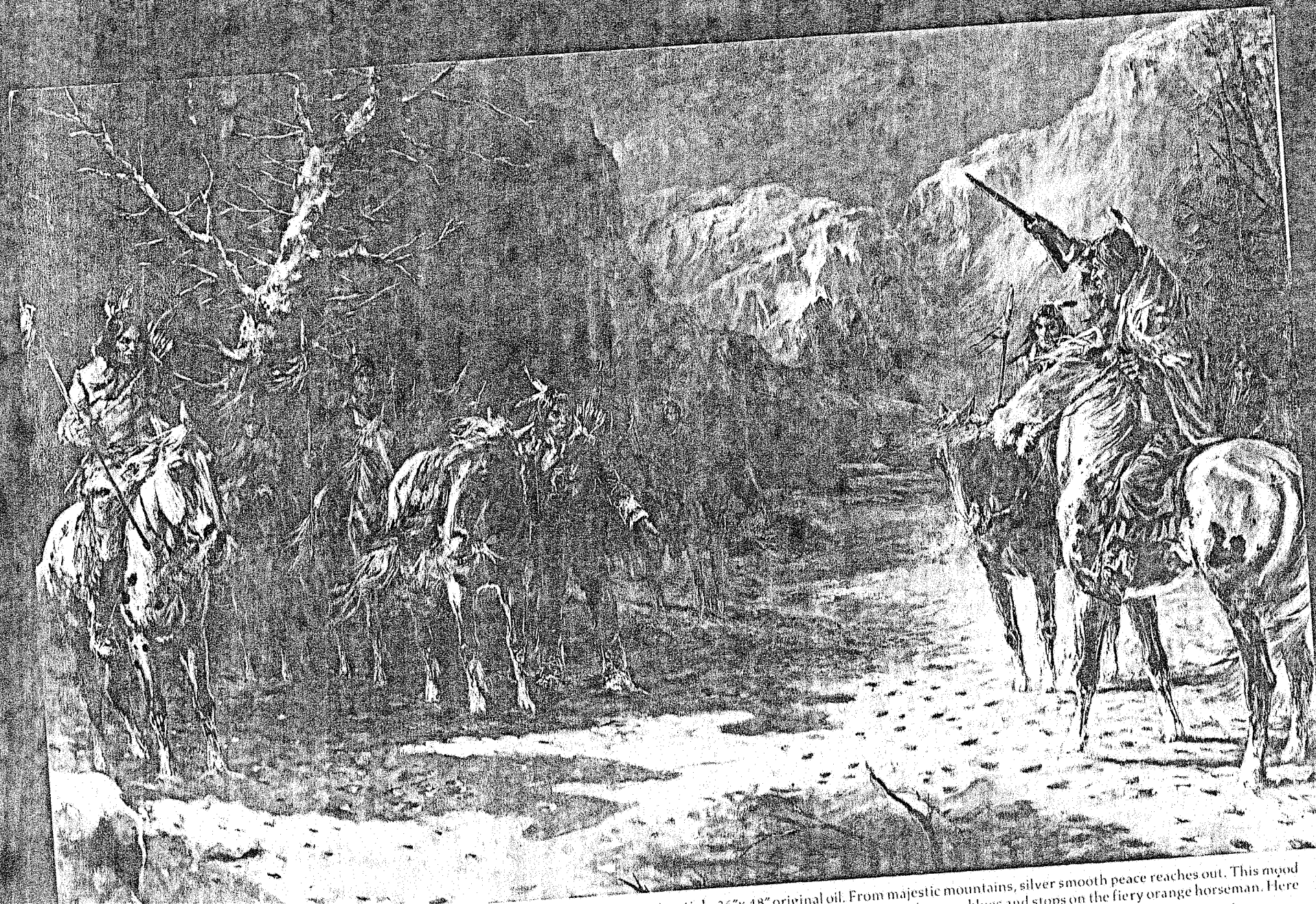
Two stallions battle for control of a thundering herd in Americo's powerful "Matching Strength" (24" x 36").





EVA MAKK

Interlude, 30" x 40" original oil. Here in burnt umber hues the city surrounds us, rushing in on us with emotions, culminating in a burst of applause of flowers. A full spectrum of unsuspected depths and meaning is suddenly felt in the daily trivia of life. This powerful painting opens an entirely new realm of vision and contrasts in feeling.



... 25" x 48" original oil. From majestic mountains, silver smooth peace reaches out. This mood
... and stops on the fiery orange horseman. Here

ID # 239828

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

GI002

☐ O - OUTGOING

☐ H - INTERNAL

☒ I - INCOMING

Date Correspondence
Received (YY/MM/DD)

84 06 27

COPY
from ORM

YU NIGB

Name of Correspondent: Thomas A. Letizia

☐ MI Mail Report

User Codes: (A) (B)

Subject: Rights of artist, Americo Makk, to reproduce
portrait, which was given to the President.

Patty
Hobbs

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
✓ GU HILB	ORIGINATOR	84, 07, 06		C 84, 08, 03
✓ CU FIEL	Referral Note: A	84, 07, 03	TH	A 84, 07, 25
✓ WAT 17	Referral Note: D	84, 07, 06		C 84, 07, 25
	Referral Note: DD			
		1 1		1 1
	Referral Note:			
		1 1		1 1
	Referral Note:			

ACTION CODES:

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

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

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments: See ID 2088504 222932

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOb).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

THE WHITE HOUSE

WASHINGTON

July 25, 1984

Dear Mr. Letizia:

This will respond to your June 27, 1984 letter to John Hilboldt, Director of the White House Gift Unit, requesting permission to market and distribute limited edition copies of portraits of the President painted by Americo Makk. Thank you for requesting our views on this matter.

It is a matter of longstanding tradition, in this and previous Administrations, to refuse use of the name, signature or likeness of the President in connection with any commercial advertisement, promotion or venture. Indeed, due to the number of requests of this nature the President receives, we are normally forced to decline such requests from even charitable or other non-profit organizations, unless they are entities in which he is personally involved or participates as President as a matter of historical precedent. Thus, we cannot authorize your proposed portrait sales.

We very much appreciate your inquiry into this matter; however, we trust you understand the reasons we must adhere to the policies described above.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Thomas L. Letizia
President
Letizia Advertising, Inc.
3950 S. Eastern - Suite 180
Las Vegas, Nevada 89109

FFF:SMC:ph / 7/25/84
cc: FFFieyding/SMCooksey/Subject/Chron.

THE WHITE HOUSE

WASHINGTON

July 25, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: SHERRIE M. COOKSEY *smc*
SUBJECT: Request to Market and Distribute
Portraits of the President

Mr. Thomas L. Letizia, President of Letizia Advertising, Inc. of Las Vegas, Nevada, has written John Hilboldt of the Gift Unit advising of his plans to market and distribute limited edition copies of portraits of the President, painted by Americo Makk and presented to the President earlier this year. In that letter, Letizia requests "official word from the White House" on his plans before beginning marketing efforts. Hilboldt has referred the correspondence to us for action.

Attached for your review and signature is a letter to Letizia advising of the longstanding White House policy against use of the President's name, signature or likeness in connection with commercial enterprises.

Attachment

WHITE HOUSE GIFT UNIT

ID: 8401331 LOGGER'S INITIALS: CMF DATES: LOGGED: 840407 ARRIVED: 840329

GIFT INTENDED FOR: PRESIDENT AND FIRST LADY CORRESPON. TRACKING: GU

DONOR: GENERAL PUBLIC

NAME: LAST: MAKK
 PREFIX: MR.

FIRST: AMERICO
SUFFIX:

TITLE:

ORG:

STREET: 1515 LAUKAHI STREET

CITY: HONOLULU

STATE: HI

ZIPCODE: 96821

COUNTRY:

ACKNOWLEDGEMENT: RR

FORM: DFT

DATE: 840418

SALUTATION: DEAR FRIENDS

SPOUSE: EVA

APPRAISED VALUE: 07211

OVER MINIMUM VALUE(O/U): 0

ARRIVAL FORM: STAFF OTHER THAN CONGRESSIONAL LIAISON
DESCRIPTION:

ARTWORK (PERSONAL LIKENESS) - PAINTING

PORTRAIT OF PRES.(STANDING) & MRS. REAGAN (SEATED IN GOLD CHAIR),
BY EVA MAKK, SIGNED; OIL ON CANVAS IN GOLDFLEAF FRAME; OVERALL 5 1/2'
X 4'; AND, PORTRAIT OF PRESIDENT REAGAN IN AN INSTRUCTIONAL POSE W/
SPACE SHUTTLE, AMERICAN FLAG & WORLD GLOBE, BY A. MAKK; OIL ON CAN-
VAS IN GOLDFLEAF FRAME; 4 1/2' X 2 1/2'; INCL. ARE 2 HAWAII STATEHOOD
SILVER JUBILEE MEDALS & COPIES OF BOOKS, "MAKK" & "MAKK EVA, AMERICO
AND A.B."; INSCRIBED; (SEE 8401330 PASZTOR, LASZLO).

DISPOSITION: ARCHIVES

IF TEMP,DESIG FOR:

ARCHIVE BOX NUMBER:

COMMENTS THRU LINAS KOJELIS, FOLLOWING OVAL OFF. PRESENTATION OF ANOTHER OF
THE MAKK'S PORTRAITS OF RR FROM AMERICAN HUNGARIAN FEDERATION; VALUES
PER FISHER GALLERIES, DC.; (RR&NR PORTRAIT: \$3000 + \$1406 FOR FRAMING
(MORGAN CO., DC.); RR TEACHING PORTRAIT: \$2500; FRAMING: \$305).

STAFF GIFT INFORMATION:

STAFF MEMBER:

TITLE:

GSA #:

COUNSEL APPROVAL(Y/N):

DATE:

WHITE HOUSE GIFT UNIT

ID: 8401330 LOGGERS INITIALS: CMF DATES: LOGGED: 840407 ARRIVED: 840329

GIFT INTENDED FOR: PRESIDENT AND FIRST LADY CORRESPON. TRACKING: GU

DONOR: GENERAL PUBLIC

NAME: LAST: PASZTOR

FIRST: LASZLO C.

PREFIX: MR.

SUFFIX:

TITLE: CHAIRMAN, EXECUTIVE BOARD

ORG: AMERICAN HUNGARIAN FEDERATION

STREET: 656 GREENLEE ROAD

CITY: PITTSBURGH

STATE: PA

ZIPCODE: 15227

COUNTRY:

ACKNOWLEDGEMENT: RR FORM: DFT DATE: 840418

SALUTATION: DEAR MR. PASZTOR

SPOUSE:

APPRAISED VALUE: 04406 OVER MINIMUM VALUE(O/U): 0

ARRIVAL FORM: PRESENTED PERSONALLY

DESCRIPTION:

ARTWORK (PERSONAL LIKENESS) - PAINTING

PORTRAIT OF PRESIDENT REAGAN IN STANDING POSITION, OIL ON CANVAS,
BY AMERICO MAKK, SIGNED; IN GOLDFLEAF FRAME; OVERALL 5 1/2' X 4'.

DISPOSITION: ARCHIVES

IF TEMP, DESIG FOR:

ARCHIVE BOX NUMBER:

COMMENTS IN OVAL OFF., W/ ARTISTS AMERICO, EVA & A.B. MAKK & OTHER REPS. OF
AMERICAN-HUNGARIAN COMMUNITY; VALUE PER FISHER GALLERIES, DC.;
(\$3000 FOR PORTRAIT; \$1,406. FOR FRAME, PER MORGAN CO., DC.); SEE
8401331, MAKK, AMERICO

STAFF GIFT INFORMATION:

STAFF MEMBER:

TITLE:

GSA #:

COUNSEL APPROVAL(Y/N):

DATE:

THE WHITE HOUSE

WASHINGTON

July 2, 1984

239828

MEMORANDUM FOR FRED F. FIELDING
COUNSEL TO THE PRESIDENT

FROM: JOHN E. HILBOLDT
DIRECTOR, GIFT UNIT *JH*

SUBJECT: Limited Edition Print of a Presidential
Portrait

Attached please find a request from Mr. Thomas L. Letizia regarding a proposed limited edition print to be made from a Presidential portrait. The portrait was a gift to the President earlier this year; copies of our file record and response are included. The original pair of portraits as well as a third painting given by the artist, Americo Makk, are stored in Room 459 should it be necessary to view these works.

A prompt answer would be appreciated by the correspondent. Many thanks for your appropriate handling.

June 27, 1984

Mr. John Hilboldt
White House
Gift Unit, Room 452
Old Executive Office
Washington, D.C. 20500

Dear Mr. Hilboldt:

We have entered into an agreement with the Makk family to market and distribute portraits of President Ronald Reagan. We have been advised by the artist that he retains all rights. I would like to get the official word from the White House before we begin our marketing efforts.

As I understand it, the painting is in the White House at this time and we would be selling prints of the actual portrait. We would like to begin marketing as soon as possible. Your immediate response would be very much appreciated.

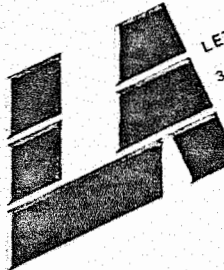
Sincerely,

LETIZIA ADVERTISING

A handwritten signature in dark ink, appearing to read 'T. Letizia', is written over the typed name. The signature is fluid and cursive, with a long horizontal stroke extending to the left.

Thomas L. Letizia
President

TLL/st

A logo consisting of several thick, black, slanted rectangular bars of varying heights and widths, arranged in a stylized, abstract pattern.

LETIZIA ADVERTISING, INC.
3950 S. Eastern • Suite 180
Las Vegas, NV 89109
702-737-1529

April 18, 1984

PERSONAL

Dear Mr. Makk:

It was a pleasure to greet you and your family when you came to the White House with other representatives of the Hungarian-American community. Again, my thanks for the framed portrait which you presented to me on behalf of the American Hungarian Federation, as well as for the two other portraits that you and Mrs. Makk created for me. Your artwork will serve as a remembrance of friendship from freedom-loving Hungarians everywhere.

With my deep appreciation for your kindness, and with my best wishes to you and your family,

Sincerely,

Mr. Americo Makk
1515 Laukahi Street
Honolulu, Hawaii 96821

cc: Linas Kojelis
Off. of Pub. Liaison

RR:CMF:JEH:AVH:mds

SMC Study

THE WHITE HOUSE
WASHINGTON

October 24, 1984

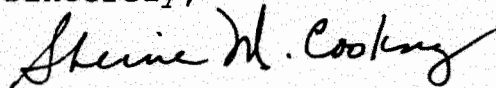
Dear Mrs. Makk:

The enclosed advertisement on your artwork was recently brought to our attention. As you are aware, that advertisement makes prominent mention of your presentation of a portrait of the First Family and includes a photograph of you with the President.

It is a matter of longstanding White House policy to refuse permission to use the name, signature or likeness of the President or First Lady in any commercial advertisement, promotion or venture. Indeed, given the number of requests of this nature the President receives, we are normally forced to decline such requests even from charitable or other non-profit organizations, unless they are entities in which he is personally involved or participates as President by virtue of historical precedent. (Enclosed for your guidance, is a discussion of these advertising restrictions as set forth in the Council of Better Business Bureau's Do's and Don'ts in Advertising Copy.) Consistent with these policies, we must request you to refrain from including your photograph of the President or referring to your presentation to him in any advertisements for your artistic creations.

I realize this letter may be a disappointment to you, and appreciate your pride in your accomplishments; however, I trust you can understand the reasons we must adhere to the policies noted above.

Sincerely,



Sherrie M. Cooksey
Associate Counsel to the President

Mrs. Eva Makk
1515 Laukahi Street
Honolulu, Hawaii 96821

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

PR 014-0

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

Name of Correspondent:

John E. Nilboldt

SMC - dms

☐ MI Mail Report

User Codes: (A) _____

(B) _____

(C) _____

Subject:

Use of photo w/ President
by Eva Markk

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
W/Holland		ORIGINATOR	84/10/11	WS		1/1
CUAT17		Referral Note:	R	84/10/12	WS	S 84/10/22
		Referral Note:				
		Referral Note:				
		Referral Note:				
		Referral Note:				

ACTION CODES:

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

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

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments:

See doc. # 239828

America Markk

Keep this worksheet attached to the original incoming letter.

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

Always return completed correspondence record to Central Files.

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

THE WHITE HOUSE

WASHINGTON

October 9, 1984

265864

MEMORANDUM FOR FRED F. FIELDING
COUNSEL TO THE PRESIDENT

FROM:  JOHN E. HILBOLDT
DIRECTOR, GIFT UNIT

SUBJECT: Advertisement

Attached please find a copy of an advertisement, brought to my attention today, involving a gift which was presented to the President earlier this year. You may wish to review this for an appropriate response directly from your office regarding the use of the President in promotional material.

During the summer a request was made, and turned down by your office, to produce a limited edition series of prints on this artwork. Any Gift Unit files in addition to your own on this subject are in Central Files.

VA MAKK

Imperial Jade, 30" x 40" oil on canvas



INTERNATIONAL PORTRAIT ARTIST EVA MAKK greets
 Ronald Reagan at the White House Oval Office
 in her 60" x 40" Portrait of the First Family. With
 her husband Americo Makk, an international-award-
 winning artist whose portraits of Reagan and Carter are also
 in the White House.



To Eva Makk
 with appreciation and best wishes
 Ronald Reagan



ery
 aluna Road
 Hawaii 96761
 661-0839

Gallery Kaanapali
 Whaler's Village
 Kaanapali, Hawaii 96761
 (808) 661-0839

ery
 ve
 Hawaii 96761
 669-5047

Casay Gallery
 658 Front Street #105
 Lahaina, Hawaii 96761
 (808) 667-9023

LAHAINA GALLERIES INC. CALL TOLL FREE 1-800-367-2926

WHITE HOUSE GIFT UNIT

ID: 8401330 LOGGER'S INITIALS: CMF DATES: LOGGED: 840407 ARRIVED: 840329

GIFT INTENDED FOR: PRESIDENT AND FIRST LADY

CORRESPON. TRACKING: GU

DONOR: GENERAL PUBLIC

NAME LAST: PASZTOR

FIRST: LASZLO C.

PREFIX: MR.

SUFFIX:

TITLE: CHAIRMAN, EXECUTIVE BOARD

ORG: AMERICAN HUNGARIAN FEDERATION

STREET: 656 GREENLEE ROAD

CITY: PITTSBURGH

STATE: PA

ZIPCODE: 15227

COUNTRY:

ACKNOWLEDGEMENT: RR

FORM: DFT

DATE: 840418

SALUTATION: DEAR MR. PASZTOR

SPOUSE:

APPRAISED VALUE: 04406

OVER MINIMUM VALUE(O/U): 0

ARRIVAL FORM: PRESENTED PERSONALLY

DESCRIPTION:

ARTWORK (PERSONAL LIKENESS) - PAINTING

PORTRAIT OF PRESIDENT REAGAN IN STANDING POSITION, OIL ON CANVAS,
BY AMERICO MAKK, SIGNED; IN GOLDLEAF FRAME; OVERALL 5 1/2' X 4'.

DISPOSITION: ARCHIVES

IF TEMP, DESIG FOR:

ARCHIVE BOX NUMBER:

COMMENTS IN OVAL OFF., W/ ARTISTS AMERICO, EVA & A.B. MAKK & OTHER REPS. OF
AMERICAN-HUNGARIAN COMMUNITY; VALUE PER FISHER GALLERIES, DC.;
(\$3000 FOR PORTRAIT; \$1,406. FOR FRAME, PER MORGAN CO., DC.); SEE
8401331, MAKK, AMERICO

STAFF GIFT INFORMATION:

STAFF MEMBER:

TITLE:

GSA #:

COUNSEL APPROVAL(Y/N):

DATE:

WHITE HOUSE GIFT UNIT

ID: 8401331 LOGGERS INITIALS: CMF DATES: LOGGED: 840407 ARRIVED: 840329

GIFT INTENDED FOR: PRESIDENT AND FIRST LADY

CORRESPON. TRACKING: GU

DONOR: GENERAL PUBLIC

NAME: LAST: MAKK
 PREFIX: MR.

FIRST: AMERICO
SUFFIX:

TITLE:

ORG:

STREET: 1515 LAUKAHI STREET

CITY: HONOLULU

STATE: HI

ZIPCODE: 96821

COUNTRY:

ACKNOWLEDGEMENT: RR

FORM: DFT

DATE: 840418

SALUTATION: DEAR FRIENDS

SPOUSE: EVA

APPRAISED VALUE: 07211

OVER MINIMUM VALUE(O/U): 0

ARRIVAL FORM: STAFF OTHER THAN CONGRESSIONAL LIAISON

DESCRIPTION:

ARTWORK (PERSONAL LIKENESS) - PAINTING

PORTRAIT OF PRES.(STANDING) & MRS. REAGAN (SEATED IN GOLD CHAIR),
BY EVA MAKK, SIGNED; OIL ON CANVAS IN GOLDFLEAF FRAME; OVERALL 5 1/2'
X 4'; AND, PORTRAIT OF PRESIDENT REAGAN IN AN INSTRUCTIONAL POSE W/
SPACE SHUTTLE, AMERICAN FLAG & WORLD GLOBE, BY A. MAKK; OIL ON CAN-
VAS IN GOLDFLEAF FRAME; 4 1/2' X 2 1/2'; INCL. ARE 2 HAWAII STATEHOOD
SILVER JUBILEE MEDALS & COPIES OF BOOKS, "MAKK" & "MAKK EVA, AMERICO
AND A.B."; INSCRIBED; (SEE 8401330 PASZTOR, LASZLO).

DISPOSITION: ARCHIVES

IF TEMP, DESIG FOR:

ARCHIVE BOX NUMBER:

COMMENTS THRU LINAS KOJELIS, FOLLOWING OVAL OFF. PRESENTATION OF ANOTHER OF
THE MAKK'S PORTRAITS OF RR FROM AMERICAN HUNGARIAN FEDERATION; VALUES
PER FISHER GALLERIES, DC.; (RR&NR PORTRAIT: \$3000 + \$1406 FOR FRAMING
(MORGAN CO., DC.); RR TEACHING PORTRAIT: \$2500; FRAMING: \$305).

STAFF GIFT INFORMATION:

STAFF MEMBER:

TITLE:

GSA #:

COUNSEL APPROVAL(Y/N):

DATE:

April 18, 1984

PERSONAL

Dear Mr. Makk:

It was a pleasure to greet you and your family when you came to the White House with other representatives of the Hungarian-American community. Again, my thanks for the framed portrait which you presented to me on behalf of the American Hungarian Federation, as well as for the two other portraits that you and Mrs. Makk created for me. Your artwork will serve as a remembrance of friendship from freedom-loving Hungarians everywhere.

With my deep appreciation for your kindness, and with my best wishes to you and your family,

Sincerely,

X
Mr. Americo Makk
1515 Laukahi Street
Honolulu, Hawaii 96821

cc: Linas Kojelis
Off. of Pub. Liaison

RR:CMF:JEH:AVH:mds

LD

4090
61002

PR 007-01
HN 013-51

COPIY
from ORM

APR 20 1984

840413

April 18, 1984

C O P Y
from ORM

Dear Mr. Pasztor:

It was a special pleasure to greet you, the Americo Makk family, and other representatives of the Hungarian-American community when you came to the White House recently. Thank you again for the portrait which Americo Makk presented to me on behalf of the American Hungarian Federation. This gift will serve, not only as a special remembrance of your organization's friendship, but more especially as an expression of support from freedom-loving Hungarians everywhere.

Please be assured that my Administration will continue to strive with you on behalf of the oppressed peoples of Hungary and elsewhere in Eastern Europe. You and your colleagues have my best wishes for the continued success of your worthy endeavors.

Sincerely,

Mr. Laszlo C. Pasztor
Chairman, Executive Board
American Hungarian Federation
656 Greenlee Road
Pittsburgh, Pennsylvania 15227

cc: Linas Kojelis
Off. of Pub. Liaison

RR:CMF:JEH:AVH:mds