

# Ronald Reagan Presidential Library Digital Library Collections

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**Collection:** Roberts, John G.: Files  
**Folder Title:** JGR/Makk, Eva & Americo  
(2 of 2)  
**Box:** 32

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# REAGAN-BUSH'84

The President's Authorized Campaign Committee

October 25, 1984

Hawaii  
Chairman  
Franklin S. Kometani, D.D.S.  
Co-Chairmen  
Miriam Hellreich  
Teri Welch

Treasurer  
Raymond Torkildson

Ex-Officio  
Patricia Saiki

Executive  
Committee  
D.G. "Andy" Anderson  
Carla Coray  
Senator Mary George  
George Henrickson  
Rick Humphreys  
Rep. Fred Rohlfing  
Thomas Young

Neighbor  
Island  
Chairmen

Hawaii  
Teri Welch

Kauai  
Frank Cox

Maui  
Vivienne Romanchak

Honorary  
Chairmen

Toshio Ansai  
Robert E. Black  
John S. Carroll  
Hon. Hiram L. Fong, Sr.  
Kinau Kamalii  
Richardo Labez  
Malcolm MacNaughton  
Noburo Miyake  
Hon. William F. Quinn  
Charles Spalding  
Mayor Hannibal Tavares  
Henry A. Walker, Jr.

Finance  
Chairman  
Philip E. Spalding, Jr.

Finance  
Co-Chairmen  
Robert E. Black  
Mrs. Richard A. Cooke  
Mrs. Sheridan C.F. Ing

Mrs. Eva Makk  
1515 Laukahi Street  
Honolulu, Hawaii 96821

Dear Mrs. Makk,

On behalf of Hawaii Women for Reagan-Bush, thank you for your generous contribution to the Victory in '84 luncheon last Saturday for Barbara Bush, the wife of the Vice-President.

The cards of your painting "Festivity" were the focal point of each guest's place at the table. Combined with colorful decorations, including flowers, streamers, candles and campaign buttons, the cards visually provided the missing element --the beautiful feeling that is uniquely Hawaii. The care the printer exercised, in matching the typeface and laying out the contents, produced a program worthy of your card. The program is the only printed items the guests took with them as a memento of the luncheon.

We are deeply grateful to you for your willingness to share your artistic gift with us. The programs were a very important part of a most successful event. Thank you again for your kindness, and best wishes for continued success in your artistic endeavors.

Sincerely,

*Miriam Hellreich*

Miriam Hellreich,  
Co-Chairman

*Sherrie Fessler*

Sherrie Fessler,  
Co-Chairman

Hawaii Women for Reagan-Bush

1501 Kapiolani Blvd., Honolulu, HI 96814 (808) 955-2626

Paid for by Reagan-Bush '84: Paul Laxalt, Chairman; Angela M. Buchanan Jackson, Treasurer

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

September 10, 1984

Hawaii  
Chairman  
Franklin S. Kometani, D.D.S.

Co-Chairmen  
Miriam Hellreich  
Teri Welch

Treasurer  
Raymond Torkildson

Ex-Officio  
Patricia Saiki

Executive  
Committee  
D.G. "Andy" Anderson  
Carla Coray

Senator Mary George  
George Henrickson  
Rick Humphreys  
Rep. Fred Rohlfling  
Thomas Young

Neighbor  
Island  
Chairmen

Hawaii  
Teri Welch

Kauai  
Frank Cox

Maui  
Vivienne Romanchak

Honorary  
Chairmen

Toshio Ansai  
Robert E. Black  
John S. Carroll  
Hon. Hiram L. Fong, Sr.  
Kinau Kamalii  
Richardo Labez  
Malcolm MacNaughton  
Noburo Miyake  
Hon. William F. Quinn  
Charles Spalding  
Mayor Hannibal Tavares  
Henry A. Walker, Jr.

Finance  
Chairman  
Philip E. Spalding, Jr.

Finance  
Co-Chairmen  
Robert E. Black  
Mrs. Richard A. Cooke  
Mrs. Sheridan C.F. Ing

Mrs. Eva Makk  
1515 Laukahi Street  
Honolulu, Hawaii 96821

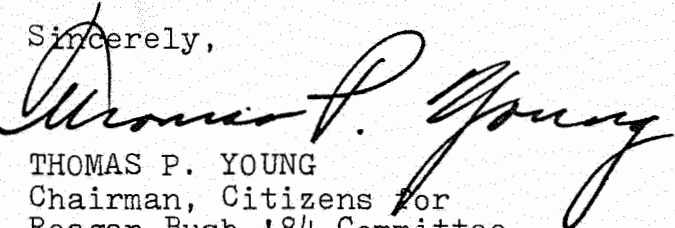
Dear Mrs. Makk:

On behalf of the Reagan-Bush '84 Campaign, it gives me great pleasure to inform you that you have been selected as Chairman of Hungarians for Reagan-Bush '84 in Hawaii.

We are very fortunate to have wonderful and talented people like you helping in our efforts to have President Reagan re-elected to another deserving term.

Welcome aboard! I look forward to working with you.

Sincerely,



THOMAS P. YOUNG  
Chairman, Citizens for  
Reagan-Bush '84 Committee

cc: Ms. Patricia Saiki  
State Repub. Chairman  
Dr. Franklin Kometani  
State Chairman, Reagan-  
Bush '84 Campaign  
Mr. Clyde Pearce, Jr.  
Western Reg. Camp.  
Chairman, Wash. D.C.

1501 Kapiolani Blvd., Honolulu, HI 96814 (808) 955-2626

Paid for by Reagan-Bush '84: Paul Laxalt, Chairman; Angela M. Buchanan Jackson, Treasurer

October 31, 1984

Ms. Sherrie M. Cooksey  
Associate Counsel to the President  
The White House  
Washington, D.C.



*Eva, America and A. B.*

*Makk*

*Fine Arts*

Dear Ms. Cooksey:

It is most regretable that there was a problem with the usage of the photo of President Reagan and myself. I thought that it would be helpful in his re-election for the public to see my endorsement. I have been photographed many times with high ranking political personalities, including President Carter, and I have never publicized them because these personalities did not move me as does President Reagan.

I have not been involved publicly in any political arena in any of the four continents I have lived in. This of course changed now, and not only am I a great admirer of President Reagan but I am also his staunch supporter. I personally have taken on the job of joining in the Hungarian American Advisory Board of Reagan-Bush 84 (Washington), becoming Chairman of Hungarians for Reagan-Bush 84 (Hawaii), and have helped out the Reagan Bush 84 headquarters in various ways, especially during the recent visit of Mrs. Bush.

We will of course stop the publication of the photo but even in this photo we did what we thought would do the best for our President. There was also the factor that when we were in the White House in March of 1984 we had the understanding that these photos taken by the White House could be used widely by us personally.

Since we recieved your letter we have instructed our staff to cancel any further use of the photos in any advertisements, as per your request. There was no way to cancel the magazines that were already in progress.

I hope that this takes care of the problem and that we will be able to meet with you next time we are in Washington.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Eva Makk', written in a cursive style.

Eva Makk

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

## ETHNIC VOTERS DIVISION

CHAIRMAN  
Michael Sotirhos

September 18, 1984

EXECUTIVE DIRECTOR  
George Salem

Mrs. Eva Makk  
Hungarian American Advisory Board  
1515 Laukahi Street  
Honolulu, Hawaii 96821

Dear Mrs. Makk:

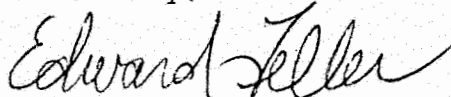
We are delighted to confirm your appointment to the Hungarian American Advisory Board of Reagan-Bush '84. On behalf of the Hungarian Americans for Reagan-Bush '84 we extend our heartiest congratulations.

You may be pleased to know that you come highly recommended by the leaders of your community. You and the other advisory board members are charged with the responsibility of organizing and mobilizing the Hungarian American community in support of the President.

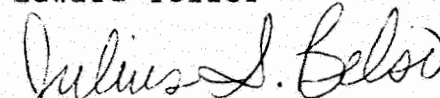
A news release will follow this letter to Hungarian media outlets informing them of your appointment to the Hungarian American Advisory Board for Reagan-Bush '84.

Once again, welcome aboard. We look forward to working together with you and the other advisory board members to reelect our winning team, President Reagan and Vice President Bush.

Sincerely,



Edward Teller



Julius S. Belso

ET:tw

THE WHITE HOUSE

WASHINGTON

January 15, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Lahaina Galleries Inc. Use of  
Presidential Photo in Advertising

John Marion, Sr., sent his son John Marion, Jr., the attached advertisement from the January 1985 issue of Connoisseur magazine, and Junior sent it on to our office. The advertisement for Lahaina Galleries, Inc., features a photograph of Eva Makk and her husband meeting the President. The photograph bears the customary "with appreciation and best wishes" calligraphy and the President's signature.

This use of the President's photograph and signature violates our policy against any use that suggests endorsement of a commercial product or enterprise. The attached draft letter to Makk directs her to cease such misuse of the photograph.

Attachment

THE WHITE HOUSE

WASHINGTON

January 15, 1985

Dear Mrs. Makk:

Your advertisement in the January 1985 issue of Connoisseur magazine has been called to our attention. That advertisement features an autographed photograph of your meeting with the President.

Established White House policy prohibits any use of the name, likeness, photograph, or signature of the President in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Your advertisement contravenes this policy. You should immediately cancel the advertisement and take whatever other steps are necessary to ensure that the photograph is not used in any manner for commercial promotion. Please advise me of the action you have taken.

Sincerely,

Orig. signed by FFF

Fred F. Fielding  
Counsel to the President

Mrs. Eva Makk  
1515 Laukali Street  
Honolulu, HI 96821

FFF:JGR:aea 1/15/85  
cc: FFFielding  
JGRoberts ✓  
Subj  
Chron

THE WHITE HOUSE

WASHINGTON

January 15, 1985

Dear Mrs. Makk:

Your advertisement in the January 1985 issue of Connoisseur magazine has been called to our attention. That advertisement features an autographed photograph of your meeting with the President.

Established White House policy prohibits any use of the name, likeness, photograph, or signature of the President in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Your advertisement contravenes this policy. You should immediately cancel the advertisement and take whatever other steps are necessary to ensure that the photograph is not used in any manner for commercial promotion. Please advise me of the action you have taken.

Sincerely,

Fred F. Fielding  
Counsel to the President

Mrs. Eva Makk  
1515 Laukali Street  
Honolulu, HI 96821

FFF:JGR:aea 1/15/85  
cc: FFFielding  
JGRoberts  
Subj  
Chron

29

PRO14-09

# WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING
- H - INTERNAL
- I - INCOMING  
Date Correspondence Received (YY/MM/DD) 1/1

JR

Name of Correspondent: John L. Marion, Jr.

MI Mail Report User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Lahaina Galleries Inc. use of Presidential Photo in Advertising

### ROUTE TO:

### ACTION

### DISPOSITION

| Office/Agency (Staff Name) | Action Code       | Tracking Date YY/MM/DD | Type of Response | Code     | Completion Date YY/MM/DD |
|----------------------------|-------------------|------------------------|------------------|----------|--------------------------|
| <u>CUHOLL</u>              | <u>ORIGINATOR</u> | <u>85/01/08</u>        |                  |          | <u>1/1</u>               |
| <u>CUAT 18</u>             | <u>D</u>          | <u>85/01/08</u>        |                  | <u>S</u> | <u>85/01/18</u>          |
|                            |                   | <u>1/1</u>             |                  |          | <u>1/1</u>               |
|                            |                   | <u>1/1</u>             |                  |          | <u>1/1</u>               |
|                            |                   | <u>1/1</u>             |                  |          | <u>1/1</u>               |

#### ACTION CODES:

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

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.



Ever Summer (detail) 36" x 48" oil on canvas

INTERNATIONAL PORTRAIT ARTIST Eva Makk greets President Ronald Reagan in the Oval Office at the White House presentation of her 60" x 40" Portrait of the First Family. With her is husband Americo Makk, whose portraits of Presidents Reagan and Carter are also in the White House. Present also, but not shown here, was their son, A.B. Makk, who, in 1983, won the Arpad Academy International Gold Medal.

Lahaina Gallery  
 7 Lahainaluna Road  
 Lahaina, Hawaii 96761  
 (808) 661-0839

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

Kapalua Gallery  
 3 Day Drive  
 Kapalua, Hawaii 96761  
 (808) 669-5047

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



To Eva Makk  
 With appreciation and best wishes,  
*Ronald Reagan*



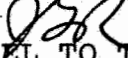
David - This does seem  
to be inappropriate  
advertising - what  
do you think??

John Marion (gr)  
x2235

THE WHITE HOUSE  
WASHINGTON

March 26, 1985

MEMORANDUM FOR CLEMENT CONGER  
CURATOR

FROM: JOHN G. ROBERTS   
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Eva Makk

Attached are the copies of correspondence concerning Eva Makk that you requested. Mrs. Makk was warned to cease commercial use of the photograph with the President on October 24, 1984. She agreed to do so by letter dated October 31, 1984. Subsequent appearances of the advertisement were apparently already in progress at that time and could not be recalled.


cc: Sherrie M. Cooksey

THE WHITE HOUSE

WASHINGTON

April 11, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS   
SUBJECT: Eva and Americo Makk

You will recall that the Makks ran an advertisement featuring a photograph of themselves with the President to promote their portrait business. The advertisement prompted a letter from this office, which in turn engendered a promise from the Makks not to sin again. White House Curator Clement E. Conger received several complaints about the Makk advertisements from the legitimate artists involved in Presidential portraiture, and, after checking with this office, advised them that appropriate action had been taken. Conger would like to caution the art magazines that ran the advertisements, to avoid future problems and to further reassure the legitimate artists. We discussed this matter at a staff meeting, and you requested that I draft letters to the magazines for your signature. Drafts are attached.

Attachments

THE WHITE HOUSE

WASHINGTON

May 8, 1985

Dear Mr. Esterow:

The White House has received complaints concerning the advertisement featuring Mrs. Eva Makk that appeared on page 123 of the February 1985 issue of Art News. The White House adheres to a policy of declining to approve any use of the name, signature, photograph or likeness of the President or First Lady in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Similarly, the White House may not be used in advertising, as noted in the "Do's and Don'ts in Advertising Copy," published by the Council of Better Business Bureaus, Inc. (A copy of the pertinent provision is enclosed for your information.)

The Makk advertisement contravened these restrictions by suggesting Presidential endorsement of the Makks' artwork and by implying that artwork by the Makks was displayed in the White House. Neither suggestion is correct. The portraits in question were unsolicited and presented on the occasion of a visit to the White House by the Hungarian American Federation. They were transferred to the White House Gift Unit. This office has contacted the Makks, and obtained their agreement not to run the offending advertisement in the future.

My purpose in writing you is to alert you to the foregoing restrictions on use of the White House and the name, signature, photograph or likeness of the President or First Lady in advertising copy. In order to avoid the unintentional publication of misleading advertisements in the future, you should feel free to contact this office concerning any advertising copy that appears to violate these restrictions.

Thank you for your cooperation.

Sincerely,

Orig. signed by FFF <sup>(a)</sup>

Fred F. Fielding  
Counsel to the President

Mr. Milton Esterow  
Editor and Publisher  
Art News  
5 West 37th Street  
New York, NY 10018

FFF:JGR:aea 5/8/85  
bcc: FFFielding  
JGRoberts  
Subj  
Chron

THE WHITE HOUSE

WASHINGTON

May 8, 1985

Dear Mr. McCann:

The White House has received complaints concerning the advertisement featuring Mr. Americo Makk that appeared on page 63 of the March 1985 issue of Connoisseur. The White House adheres to a policy of declining to approve any use of the name, signature, photograph or likeness of the President or First Lady in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Similarly, the White House may not be used in advertising, as noted in the "Do's and Don'ts in Advertising Copy," published by the Council of Better Business Bureaus, Inc. (A copy of the pertinent provision is enclosed for your information.)

The Makk advertisement contravened these restrictions by suggesting Presidential endorsement of the Makks' artwork and by implying that artwork by the Makks was displayed in the White House. Neither suggestion is correct. The portraits in question were unsolicited and presented on the occasion of a visit to the White House by the Hungarian American Federation. They were transferred to the White House Gift Unit. This office has contacted the Makks, and obtained their agreement not to run the offending advertisement in the future.

My purpose in writing you is to alert you to the foregoing restrictions on use of the White House and the name, signature, photograph or likeness of the President or First Lady in advertising copy. In order to avoid the unintentional publication of misleading advertisements in the future, you should feel free to contact this office concerning any advertising copy that appears to violate these restrictions.

Thank you for your cooperation.

Sincerely,

Orig. signed by FFF (a)

Fred F. Fielding  
Counsel to the President

Mr. David A. McCann  
Vice President  
Connoisseur Hearst  
Magazines  
224 W. 57th Street  
New York, NY 10019

FFF:JGR:aea 5/8/85  
bcc: FFFielding  
JGRoberts  
Subj  
Chron

THE WHITE HOUSE

WASHINGTON

May 8, 1985

Dear Mr. Esterow:

The White House has received complaints concerning the advertisement featuring Mrs. Eva Makk that appeared on page 123 of the February 1985 issue of Art News. The White House adheres to a policy of declining to approve any use of the name, signature, photograph or likeness of the President or First Lady in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Similarly, the White House may not be used in advertising, as noted in the "Do's and Don'ts in Advertising Copy," published by the Council of Better Business Bureaus, Inc. (A copy of the pertinent provision is enclosed for your information.)

The Makk advertisement contravened these restrictions by suggesting Presidential endorsement of the Makks' artwork and by implying that artwork by the Makks was displayed in the White House. Neither suggestion is correct. The portraits in question were unsolicited and presented on the occasion of a visit to the White House by the Hungarian American Federation. They were transferred to the White House Gift Unit. This office has contacted the Makks, and obtained their agreement not to run the offending advertisement in the future.

My purpose in writing you is to alert you to the foregoing restrictions on use of the White House and the name, signature, photograph or likeness of the President or First Lady in advertising copy. In order to avoid the unintentional publication of misleading advertisements in the future, you should feel free to contact this office concerning any advertising copy that appears to violate these restrictions.

Thank you for your cooperation.

Sincerely,

Fred F. Fielding  
Counsel to the President

Mr. Milton Esterow  
Editor and Publisher  
Art News  
5 West 37th Street  
New York, NY 10018

FFF:JGR:aea 5/8/85  
bcc: FFFielding  
JGRoberts  
Subj  
Chron

THE WHITE HOUSE

WASHINGTON

April 1, 1985

MEMORANDUM TO JOHN G. ROBERTS  
ASSOCIATE COUNSEL TO THE PRESIDENT

FROM: CLEMENT E. CONGER  
CURATOR

RE: Eva and Americo Makk

Draft letters on the Makks for your clearance.  
If you think these should go from your office,  
it is fine with me. Otherwise, I will sign and  
send as amended by you. I know Milton Esterow  
of Art News quite well.

*Thanks for  
your help.  
-C*

*Clem*  
Clem Conger  
ext. 2550

THE WHITE HOUSE

WASHINGTON

April 1, 1985

Dear Rutgers:


Thank you for your letter of March 13, 1985, about the unauthorized publicity about the portraits by Americo and Eva Makk which have been the subjects of unauthorized advertisements in Art News, Connoisseur, etc. I informed you by telephone on March 22, we are as unhappy about this as you are. The General Counsel to the President wrote a letter dated October 24, 1984 to Mrs. Makk, a copy of which is enclosed.

I shall also be in communication with the Lahaina Galleries, Inc. in Hawaii who sponsored the advertisements as well as with the advertising editors of Art News and Connoisseur.

I don't blame you a bit for being unhappy, but if it helps, we are unhappy too. We appreciate the care and sensitivity which you take in handling portrait artists and their subjects when they happen to be the President or the First Lady.

With appreciation for you careful attention to our requirements and with personal best wishes.

Very sincerely,



Clement E. Conger

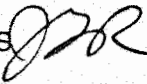
Mr. Rutgers Barclay  
Portraits, Inc.  
985 Park Ave.  
New York, New York 10028

THE WHITE HOUSE

WASHINGTON

May 23, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: "The Zorba Presidential Collection"

As we discussed this morning. I have simply left the Quinns out of all this; I assume the advertisement was masterminded by the gallery. Clem Conger tries to keep up with these problems, since he receives many complaints about such abuses, so I have blind copied him on the drafts.

Attachments

THE WHITE HOUSE

WASHINGTON

May 23, 1985

Dear Mr. Zachary:

An advertisement appearing in your June issue, placed by Center Art Galleries-Hawaii, has been called to our attention. That advertisement, for the "Zorba Presidential Collection," features a photograph of the President with Mr. and Mrs. Anthony Quinn and Mr. William D. Mett, the President of Center Art Galleries-Hawaii.

The White House adheres to a policy of declining to approve any use of the name, signature, photograph, likeness, or title of the President or First Lady in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Similarly, the White House may not be used in advertising, as noted in the "Do's and Don'ts in Advertising Copy," published by the Council of Better Business Bureaus, Inc. (A copy of the pertinent provision is enclosed for your information.)

The advertisement contravenes these restrictions by suggesting that the President is associated with or has endorsed the marketing of the sculptures. This office has contacted Mr. Mett, and advised him to cease misusing the photograph of the President and the misleading description "Presidential Collection."

My purpose in writing you is to alert you to the foregoing restrictions on use of the White House and the name, signature, photograph, likeness, or title of the President or First Lady in advertising copy. In order to avoid the unintentional publication of misleading advertisements in the future, you should feel free to contact this office concerning any advertising copy that appears to violate these restrictions.

Thank you for your cooperation.

Sincerely,

Fred F. Fielding  
Counsel to the President

Mr. Frank Zachary  
Editor-in-Chief  
Town & Country Magazine  
1700 Broadway  
New York, NY 10019

bcc: Clement Conger

FFF:JGR:aea 5/23/85  
bcc: FFFielding  
JGRoberts  
Subj  
Chron

THE WHITE HOUSE

WASHINGTON

May 23, 1985

Dear Mr. Mett:

Your advertisement in the June issue of Town & Country has been called to our attention. That advertisement, for the "Zorba Presidential Collection," features a photograph of you with Mr. and Mrs. Anthony Quinn and the President.

Established White House policy prohibits any use of the name, likeness, photograph, signature, or title of the President in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Similarly, the White House may not be used in advertising, as noted in the "Do's and Don'ts in Advertising Copy," published by the Council of Better Business Bureaus, Inc. (A copy of the pertinent provision is enclosed for your information.)

Your use of the photograph of the President, the text of the sixth paragraph of your advertisement, and the use of the description "Presidential Collection" all contravene these established policies. Your advertisement conveys the false impression that the President is associated with or has endorsed the marketing of the sculptures.

I must advise you to cease immediately any use of the photograph of the President for promotional purposes. You should also cease describing the collection as the "Presidential Collection." Please advise me of the steps you have taken to comply with this letter.

Sincerely,

Fred F. Fielding  
Counsel to the President

Mr. William D. Mett  
President, Center Art  
Galleries-Hawaii, Inc.  
2301 Kalahaua, Bldg. C108  
Honolulu, HI 96815-2984

FFF:JGR:aea 5/23/85  
bcc: FFfielding  
JGRoberts  
Subj  
Chron

bcc: Clement Conger

## WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING
- H - INTERNAL
- I - INCOMING  
Date Correspondence Received (YY/MM/DD)   1  /  1  /

Name of Correspondent: Janet meyer

- MI Mail Report                      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: advertisement in June issue of Town & Country and whether WH gave approval for use of photo of POTUS

| ROUTE TO:                     | ACTION         | DISPOSITION               |   |
|-------------------------------|----------------|---------------------------|---|
| Office/Agency    (Staff Name) | Action Code    | Tracking Date<br>YY/MM/DD | Type of Response    Code    Completion Date<br>YY/MM/DD |
| <u>CUHOLL</u>                 | ORIGINATOR     | <u>85105122</u>           | <u>  1  /  1  /  </u>                                   |
|                               | Referral Note: |                           |   |
| <u>CUFT 18</u>                | <u>R</u>       | <u>85105122</u>           | <u>S 85105122</u><br><u>COB</u>                         |
|                               | Referral Note: |                           |   |
|                               |                | <u>  1  /  1  /  </u>     | <u>  1  /  1  /  </u>                                   |
|                               | Referral Note: |                           |   |
|                               |                | <u>  1  /  1  /  </u>     | <u>  1  /  1  /  </u>                                   |
|                               | Referral Note: |                           |   |
|                               |                | <u>  1  /  1  /  </u>     | <u>  1  /  1  /  </u>                                   |
|                               | Referral Note: |                           |   |

- |   |   |   |
|---|---|---|
| <p><b>ACTION CODES</b></p> <ul style="list-style-type: none"> <li>A - Appropriate Action</li> <li>C - Comment/Recommendation</li> <li>D - Draft Response</li> <li>F - Furnish Fact Sheet to be used as Enclosure</li> </ul> | <ul style="list-style-type: none"> <li>I - Info Copy Only/No Action Necessary</li> <li>R - Direct Reply w/Copy</li> <li>S - For Signature</li> <li>X - Interim Reply</li> </ul> | <p><b>DISPOSITION CODES:</b></p> <ul style="list-style-type: none"> <li>A - Answered</li> <li>B - Non-Special Referral</li> <li>C - Completed</li> <li>S - Suspended</li> </ul> |
|---|---|---|
- FOR OUTGOING CORRESPONDENCE:**  
 Type of Response = Initials of Signer  
 Code = "A"  
 Completion Date = Date of Outgoing

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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

# Crain Communications Inc

Washington News Bureau  
Suite 814  
National Press Building  
Washington, D.C. 20045  
(202) 662-7200



May 22, 1985

## CRAIN MARKETING

Advertising Age

Advertising Age's FOCUS

Business Marketing

Electronic Media

## CRAIN AUTOMOTIVE

Automotive News

Autoweek

Crain's Tire Business

European Rubber Journal

Rubber & Plastics News

White House Office of Legal Counsel  
Room 45, Old Executive Office Building

Dear Office of Legal Counsel:

I am a reporter for Advertising Age magazine. Attached is a copy of an advertisement appearing in the June issue of Town & Country magazine.

Notice that it includes a picture of President Reagan in the Oval Office, with Mr. and Mr. Anthony Quinn and the president of Center Art Galleries, Hawaii, which is running the ad. The President is mentioned in the fifth paragraph.

The copy I am sending you is a telecopier copy sent from Ad Age's New York office, which today received in the mail the June Town & Country issue. Newstand copies of the magazine have not yet been distributed, so I apologize for the poor quality of the ad.

I would greatly appreciate some comment, by the close of business today, about whether this advertisement has White House approval. If not, what is White House policy? Will action be taken against Center Art Galleries? What have been some of the more recent unauthorized uses of the President in advertising?

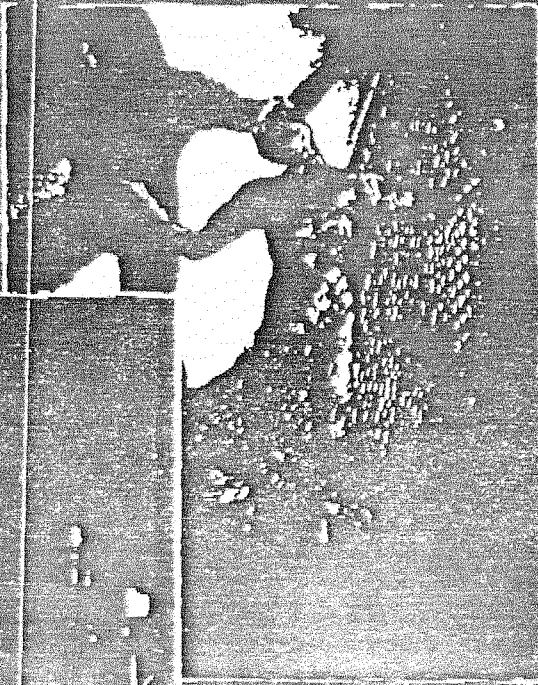
Again, I am on deadline and would appreciate an attorney contacting me by the end of the day. I may be reached at 662-7200.

Sincerely,

Janet Meyers  
Advertising Age

## CRAIN BOOKS

## CRAIN SERVICES



Spirit of Zorba



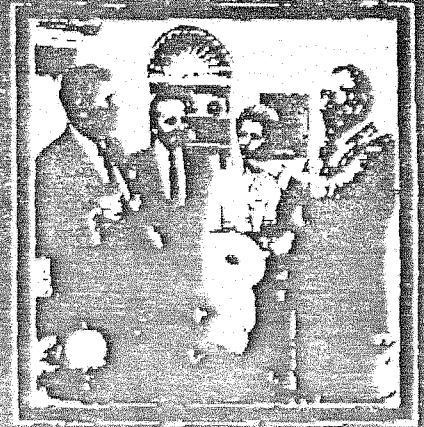
Vase of Zorba



Zorba's Head

# ZORBA

A Presidential  
Collection



Inclusion to the Zorba Anthony Quinn reflects the ultimate height of his life, you can't make performing arts.

Continually to give a few to Anthony Quinn's equally as healthy as his family, a father and a wife. In the Zorba Presidential Collection, Anthony Quinn's talents as a dramatic artist and also a successful and ultimately united.

The collection consists of two limited edition bronze sculptures entitled "Spirit of Zorba" and "Head of Zorba" and one piece of sculpture and a dramatic self-portrait by Quinn. His friends and guests include film, TV, and stage.

The Zorba Presidential Collection includes the gift of the two and the sculpture of the Zorba's head. The sculpture of the Zorba's head is the Zorba's head.

The Zorba Presidential Collection is a limited edition bronze sculpture of the Zorba's head. The sculpture is a limited edition bronze sculpture of the Zorba's head.

The Zorba Presidential Collection is a limited edition bronze sculpture of the Zorba's head. The sculpture is a limited edition bronze sculpture of the Zorba's head.

Call today to see  
1-800-368-7026

## CENTER ART GALLERIES-HAWAII, Inc.

Art Consultants to the World

OAHU: Royal Hawaiian Shopping Center • Ala Moana Center • Waialae Shopping Plaza • Center Five  
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MAUI: The Galleries at the Royal Regency Maui (808) 567-2466 • Center Art Galleries at the Maui Marriott (808) 567-2221  
Post Office Box 10975, Lahaina, Maui, Hawaii 96761  
NATIONWIDE TOLL FREE (800) 367-7026 • TELE: (117) CASH 743-1766

THE WHITE HOUSE

WASHINGTON

May 23, 1985

Dear Mr. Mett:

Your advertisement in the June issue of Town & Country has been called to our attention. That advertisement, for the "Zorba Presidential Collection," features a photograph of you with Mr. and Mrs. Anthony Quinn and the President.

Established White House policy prohibits any use of the name, likeness, photograph, signature, or title of the President in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Similarly, the White House may not be used in advertising, as noted in the "Do's and Don'ts in Advertising Copy," published by the Council of Better Business Bureaus, Inc. (A copy of the pertinent provision is enclosed for your information.)

Your use of the photograph of the President, the text of the sixth paragraph of your advertisement, and the use of the description "Presidential Collection" all contravene these established policies. Your advertisement conveys the false impression that the President is associated with or has endorsed the marketing of the sculptures.

I must advise you to cease immediately any use of the photograph of the President for promotional purposes. You should also cease describing the collection as the "Presidential Collection." Please advise me of the steps you have taken to comply with this letter.

Sincerely,

Orig. signed by FFF

Fred F. Fielding  
Counsel to the President

Mr. William D. Mett  
President, Center Art  
Galleries-Hawaii, Inc.  
2301 Kalahaua, Bldg. C108  
Honolulu, HI 96815-2984

FFF:JGR:aea 5/23/85  
bcc: FFFielding  
JGRoberts  
Subj  
Chron

bcc: Clement Conger