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DIANNA GWIN: 

For your files. Includes Presidential  
Handwriting.

DAVID C. HOOPES

2/1/75

2/1/75

THE WHITE HOUSE  
WASHINGTON

February 1, 1975

MEMORANDUM FOR:

JERRY H. JONES

FROM:

DAVID C. HOOPES 

SUBJECT:

Picture Framing

Attached is a memorandum on the question of picture framing, with was requested by Mr. Rumsfeld. I have given considerable thought to the problem, and think I have included all of the options.

While I did not mention it in the memorandum, I believe the statement by Mr. Bates, Superintendent of the House Office Buildings, is incorrect. I once heard, although I have never looked into it enough to substantiate it, that members of Congress and Senators have a quota of 50 items to be framed per year per member or Senator and that the frames are not reused. True there may not be as great of a selection of molding for the frames on the Hill, but I seriously question whether the Members and Senators return their frames.

We are, essentially, dealing with a public relations question. Even if we eliminate the framing function entirely, it should be some time before it saves the White House Office any money. The carpenters and painter will remain on the GSA rolls, and they will perform other functions. Understandably, staff members will not profit from the work of the framers.

It should be noted that while the White House Office makes up the largest portion of the usage noted at Tab C, there are 15 other offices that have independent budgets, and even if the framing function is eliminated, there is nothing that could keep the other 15 offices from going directly to the independent Contractor (Campbell's) to request the framing work. That is, of course, unless the President wished to direct them not to do so. In sum, I feel that the best approach is the gradual reduction of the service, beginning with the Christmas Prints, coupled with the continued close policing of items for framing by our office and Dan Spalding's office.

\_\_\_\_\_ ACTION: Approve memorandum attached (sign and send).

THE WHITE HOUSE

WASHINGTON

February 1, 1975

MEMORANDUM FOR: DONALD RUMSFELD

FROM: JERRY H. JONES

SUBJECT: Picture Framing

Your memorandum of January 27, 1975 requested information on picture framing by General Services Administration personnel in the White House Complex. You referred to a January 23, 1975 Christian Science Monitor article on the subject, which is at Tab A.

Background

Picture framing within the White House Complex originated several decades ago, and the services has been available as long as anyone can remember. In recent years, however, an effort has been made to cut down the quantity of framing, and both my office and GSA personnel have rejected requests to frame items such as modern art posters, personal photographs taken by the staff members, etc. The carpenter shop has continued to frame Presidential Commissions, White House Office Certificates, proclamations, Presidential photographs, selected other photographs taken by White House Photographers, and the Traditional Christmas Prints given to the staff by the First Family.

The costs and other figures at Tab B represent the first seven months of Fiscal Year 1975, beginning July 1, 1974 through January 31, 1975. You will note that the Carpenter Shop (two carpenters) provides most of the materials (wood frames and matting) and 62% of the labor, while the Paint Shop (approximately three-fourths of the time of one painter) provides the glass and 38% of the labor. During the months of July, August and September, 1974, 600 items were sent to a local frame shop (Campbell's) to be framed on a contract basis because the Carpenter Shop could not keep up with the workload. These 600 frames cost \$10,803.00, but this procedure has been all but discontinued since September, 1974. We do not plan to use Campbell's for future outside contract framing, and we are discontinuing the outside contract work entirely.

Although the \$75,733.88 total cost at Tab B seems excessive, it should be noted that it includes all framing done by (and through) the General Services Administration carpenter and paint shop.

### Offices Serviced by General Services Administration

While accurate office-by-office figures are not available prior to October 1, 1974, Tab C notes the breakdown of costs for 16 offices serviced by the General Services Administration carpenter and paint shop (including contract work) for the four-month period of October 1, 1974 through January 31, 1975. The largest user is the White House Office, where the cost for the four-month period was \$31,184.77, of which \$12,307.58, or 40% of the White House Office cost, was for framing the Christmas Prints, which cost \$42.00 each to frame. Each of the 16 offices listed at Tab C are billed for the framing performed by GSA and pay such bills from their appropriations.

### Decision Options

These options are available:

1. Continue status quo.

The "status quo" has decades of precedent, and while the costs are high, they are not excessive due to the tight controls my office places on the matters that are framed.

2. Continue status quo, with one exception: stop Christmas Prints

Clearly, about the only remaining questionable "personal-related item" is the Christmas Print. Each print costs \$42.00 to frame, and for the four-month period, Christmas Print framing represented 40% of the costs, or \$12,307.58. To discontinue such framing would substantially reduce costs, perhaps not by 40% because the Christmas Print framing is a seasonal item, but perhaps by approximately \$20,000.00, or 22%.

3. Stop Christmas Prints and Set Budget Ceiling for Framing

The approximately \$90,000 to \$100,000 currently budgeted for picture framing by the White House Office could be reduced to a new figure for the fiscal year beginning July 1, 1975, say \$50,000 to \$80,000, and quotas could be assigned either by office

or by person, and then the framing could be limited to such quotas and budgetary figures. The result in this Option, as well as in any other option where the workload might be reduced would not necessarily eliminate personal labor costs. In other words, the carpenters and painter would remain with GSA, they would just be assigned to other carpentry and painting tasks around the complex.

4. Frame Only Official Presidential Commissions and Certificates

Such an option could possibly be phased in, but it should probably not be immediately, since there would be tremendous waste in the material (matting and wood frame moldings) that could not be returned to the supplier or sold. As in Option 3, the carpenters and painter would be assigned other tasks.

5. Eliminate the Picture Framing by GSA Personnel

Like Option 4, it would result in a considerable savings in materials, but the personnel would probably continue to perform carpentry and painting functions, with the possibility of eliminating one or more slots more than a year down the road. This, too, should be phased in, to eliminate material waste. Under this option, the framing of official Presidential Commissions and Certificates could be sent out to Campbell's for contract framing. Commission and Certificate frames cost \$25.50 if done by GSA personnel, but they would probably cost \$35-\$40 at Campbell's.

Selecting Options 4 or 5 would, of course, eliminate the pictures that are in the West Wing and East Wing corridors. I feel these large pictures add to the decor of the White House and should continue to be placed in the corridors in their current condition.

I favor either Options 2 or 3. The elimination of framing of Christmas Prints would reduce the budget for framing by about 22%. However, the \$90,000 to \$100,000 currently budgeted would probably not be reduced by the entire 22%, only by the cost of materials amount, since the GSA carpenters and painter would still be working, but at other tasks. GSA would continue to bill the White House Office for their services.

It should probably be further noted that prior to July 1, 1974, no GSA costs, framing or otherwise, were billed by GSA to the White House Office. But beginning this fiscal year, all work performed is billed, thus the resultant framing visibility.

I am advised by GSA personnel that if we select Option 3, there should be no difficulty setting up a quota system either by office or by person, for framing. A quota system by person is unrealistic, since not all members of the staff submit items to be framed, although all 500 staff members are eligible. A quota system by office would require that each office head personally approve items for framing, and such framing would draw against his quota. There are disadvantages to an "office quota system" however. An office head might tend to approve only items for himself and his top deputy or senior assistants, and virtually eliminate framing for junior staff members and secretaries. Administering either the "person quota" or "office quota" system would take a little more of the carpenters' time which could otherwise be used to do his work.

#### Decision

I favor Option 2. If you select any other option, we will proceed to implement it and advise you of our progress.

\_\_\_\_\_ Option 1. Continue Status Quo.

\_\_\_\_\_ Option 2. Status Quo, but Stop Christmas Prints.

\_\_\_\_\_ Option 3. Stop Christmas Prints and Set Budget Ceiling for Framing.

\_\_\_\_\_ "Person Quota"

\_\_\_\_\_ "Office Quota"

\_\_\_\_\_ Option 4. Frame Only Official Presidential Commissions and Certificates (phase it in, however).

\_\_\_\_\_ Option 5. Eliminate the Picture Framing by GSA Personnel (phase it in, however), and contract out all work.



Thursday, January 23, 1975

# \$92,000 for White House photo frames

By Monty Hoyt  
Staff correspondent of  
The Christian Science Monitor

## Washington

When President Ford gives out an autographed picture to one of his White House staff members, chances are the taxpaying public pays for the frame.

One of the little-known services available to White House employees is a free picture-framing service tucked away in the basement of the old Executive Office Building and operated by the General Services Administration (GSA).

Open to some 500 or more staffers, the White House frame shop far outgilds the framing service available to other federal departments and to Congress — and adds one more item to the growing burden of American taxpayers.

## Choices offered

In 1974 (the first year for which separate records have been kept even though the picture-framing service goes back at least several decades), two part-time carpenters were kept busy sawing and hammering their way through 7,500 White House frames at a cost of \$92,000, GSA reports.

The shop offers, for example, a choice of matting and colors and a variety of frame styles. It uses only the more expensive nonglare glass. When individuals leave the service of the president, the accumulated pictures, as personal mementos, usually go with them.

Framing services available to members of Congress use standard black frames, regular glass, and no mattings. "We reuse the frames," says C. M. Bates, superintendent of the House office buildings. "When a congressman leaves, he . . . returns the frames."

It is "a good example of the waste and extravagance of the type where no one means ill or a rip-off of the taxpayers," says a former White House employee, who now has two dozen handsomely framed pictures in his study and other rooms of his house. "It's the height of silliness to look at this as something sinister. It's a very innocent practice which is to a certain extent justifiable," he adds. "It's a custom that has grown up over the years, but it has mushroomed beyond the dimensions for which it

was originally intended."

Daniel J. Spalding, GSA manager for the Executive Office Buildings, says the pictures produced in his shop must be White House related materials — presidential commissions, autographed pictures from senior colleagues, official citations, awards, and other presidential memorabilia — although occasionally decorative prints are framed as well.

## Photos screened

"We screen them, and if they are not considered official photos, we

return them," Mr. Spalding maintains.

Certain defenses are raised for framing service.

"These are not eight-hour days we're putting in around here," responds a White House junior executive. "We work late at night, on weekends, we give up vacations and leave time. The volume of work is incredible, there are tremendous pressures on our time, we're under scrutiny from all fronts. . . . A few pictures on the wall, an extra button on the telephone, nice surroundings? They've been earned."

*B*

GENERAL SERVICES ADMINISTRATION  
 PICTURE FRAMING COSTS FOR THE  
 FISCAL YEAR ENDING  
 JUNE 30, 1975

1974

Month	Carpenter Shop			Paint Shop (glass)		Contract	
	Labor/Hr	Material	No.	Labor/Hr	Material	Cost	No.
July	2,548.98 (238 hrs)	254.00	(333)	1,183.20 (120 hrs)	731.56	3,635.00	(200)
August	3,598.56 (336 hrs)	6,152.50	(333)	1,183.20 (120 hrs)	585.00	1,960.00	(100)
September	2,998.80 (280 hrs)	1,411.00	(333)	1,183.20 (120 hrs)	585.00	5,208.00	(300)
October	3,341.52 (312 hrs)	4,160.00	(632)	1,183.20 (120 hrs)	731.56	-0-	-0-
November	2,913.12 (272 hrs)	8,861.92	(340)	1,285.20 (120 hrs)	731.56	510.45	(25)
December	3,170.16 (296 hrs)	-0-	(381)	1,285.20 (120 hrs)	606.50	-0-	-0-

1975

January	5,226.48 (488 hrs)	6,464.25	(534)	1,285.20 (120 hrs)	731.56	28.00	(1)
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Total Hrs	(2,222 hrs)			(840 hrs)			
Total Mater.		27,303.67			4,702.74		
Total Items			(2886)				(626)
Total Labor	23,797.62			8,588.40		11,341.45	

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Total Hours	(3,062 hours)
Total Material Costs	\$32,006.41
Total Items Framed	(3,512 items)
Total Labor Costs, including outside contracts	\$43,727.47
Grand Total Costs for period July 1, 1974-January 31, 1975	<u>\$75,733.88*</u>

\*Includes all framing, not just White House Office.

C

GENERAL SERVICES ADMINISTRATION  
 PICTURE FRAMING COSTS FOR THE  
 FISCAL YEAR ENDING  
 JUNE 30, 1975

Period: October 1, 1974 to January 31, 1975

<u>Office</u>	<u>Cost for Period</u>
The White House Office	31,184.77*
Office of the Vice President	180.17
Domestic Council	1,159.97
Council on International Economic Policy	611.10
Council on Environmental Quality	294.00
Council of Economic Advisers	236.00
Federal Energy Administration	235.56
National Security Council	-0-
Office of Management and Budget	563.29
Special Action Office for Drug Abuse Prevention	331.60
American Revolution Bicentennial Administration	556.34
United States Secret Service	3,234.48
White House Communications Agency	230.02
Office of Consumer Affairs	379.75
Council on Wage and Price Stability	220.50
Presidential Clemency Board	<u>577.76</u>
Total:	<u><u>\$40,095.31</u></u>

\*Includes \$12,307.58 for Christmas Print Frames.

Don R /

Read this

carefully.

Talk with me.

Sampson -  
cut down -