

**The original documents are located in Box 15, folder “President - Official Picture” of the Robert T. Hartmann Files at the Gerald R. Ford Presidential Library.**

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MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

August 12, 1974

TO: PAUL MILTICH  
DAVE KENNERLY  
FRANK PAGNOTTA  
JERRY terHORST  
AL HAIG  
BOB HARTMAN ✓  
JERRY JONES  
GEORGE BUSH

FROM: OLLIE ATKINS

REGARDING: OFFICIAL PICTURE OF PRESIDENT FORD

These are guidelines as to how the official pictures have been handled in the past by Presidents all the way back to Eisenhower, and I pass this along for your guidance in handling requests and matters pertaining to this subject.

Mr. David Kennerly is aware of the fact that we need an official picture. He will discuss this with the President at his first opportunity. This picture may be in black and white or it may be in color. I recommend color. Once the picture has been selected -- and this is a very important procedure because literally thousands of these pictures are made, and in fact it is done by lithography rather than photography to keep the cost down -- they are produced in two sizes, a small size and a large size. The small size is about that of a Saturday Evening Post cover and the large size is about the size of the Wall St. Journal front page.

It takes about two months from the start of this process once the decision has been reached until the pictures are ready. If it is done on transparency as it probably will be, a die transfer print must be made. Once this print is approved, the lithograph company takes over and they always put it on a priority but even so it takes several weeks to make the prints, proof them and get it ready for the press run. There are several points along the line where approval of each step must be made.

When the prints are ready, some are kept here at the White House but most are delivered to GSA which acts as the supply house for the pictures, and government agencies can make requests to GSA. There is no contact for this yet but it will be arranged. The GSA will supply to any agency the number of large prints and/or small prints they require.

In addition to this, the photographic department will supply negatives, negative color negatives, and transparencies plus 35mm transparencies. These will be distributed to the media at the discretion of the Press Secretary and or any other quasi-governmental agency or governmental agency who would like to have negatives to make their own pictures. This is a photographic process.

Besides this the photographic department will make available a limited number of photographic prints in the 8x10 and 11x14 sizes and will have some of these pictures mounted on signature board and these will be kept in stock here. Staff members may request pictures from this office in writing.

Until all this procedure is completed we are using what we call the interim portrait which is the official picture of President Ford when he was Vice President and we have a limited supply of these here.

By the way, in the last Administration, the Republican National Committee paid for the cost of the lithographs. In Eisenhower's Administration, some private source paid for them. In the Kennedy Administration I understand the Kennedy family paid for them. I mention this because it is not at government cost that these are actually done, outside of making the photograph.

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FROM: OLLIE ATKINS

REGARDING: AMENDMENT TO MEMO ON OFFICIAL  
PICTURE OF PRESIDENT FORD

As of this time, Mr. Frank Pagnotta who is in Room 281 EOB has a substantial number of the interim official photograph of the President.

This is the shot that was made when he was Vice President, and Frank will be glad to handle any inquiries so far as this picture is concerned and any inquiries coming to this office will be forwarded to Mr. Pagnotta.

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MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

August 30, 1974

TO: BOB HARTMAN

FROM: Ollie Atkins *OA*

We now have a limited supply of mounted official photographs for the President to autograph. Unless I hear otherwise I am sending all autograph requests to Frank Pagnotta. Of course if you need some of these pictures up there please let me know.



ITEM TRANSFER / DISPOSAL SHEET  
ITEM NUMBER 00011

Description of Item Moved .. > One 8"x10" color photograph of President Ford (White House photograph 7JA74G0013-01).

Series/Folder ID No. .... : 001100360  
Accession Number ..... : 70-NLF-123  
Collection Title ..... : Robert T. Hartmann Files  
Type of Material ..... : PHO, Photograph(s)  
New Location ..... : ADV, Audiovisual Collection  
Archivist's Initials ..... : WHM, William H. McNitt

