

Pictures - Monthly Average - per Gwen King

Family	100
PN and RN	200
Tricia and Ed	80
Julie and David	120
PN	90

Ed and David do not use separate pictures -- they both use pictures as a couple

Fabian Bachrach called -- with the best offer they can make for doing the pictures:

Finished Portraits -- 8 x 10

Price is shaved down as far as it can go

2500 prints \$3.00 each

3000 prints \$2.75 each

2500 prints \$2.75 each

• 4000 prints \$2.50 each

NOW -- we have to let him know immediately whether this is ok so they can go ahead.

I have talked with Ollie -- and of course this is a good price since they have to work on each pictures -- the reason Mrs. Nixon doesn't like the other type is that there is not way they can retouch ~~xx~~ each pictures and run them through cheaply.

Black & white →

Codrus ✓

Van der Meer ✓

Guer ✓

(50)

monthly
average
of family 100
PN RN 200
Jr. Ed 80
Julie & David 120
Ed - none
PN 90

— Fabian Schmidt

34 Family

36
PN

PN RN
006

RN

022

018

008

PN

011

Friend

040

Ed

050

To choose

Quia

BACHRACH PICTURES

Quantity

Size

~~8x10~~

8x10

Family Picture -- Proof 36

The President and Mrs. Nixon - Proof 006

The President - Proof 022 and Proof 018

Mrs. Nixon - Proof 008 and Proof 011

Patricia Nixon - Proof 040

Edward Cox = Proof 050

How about 100 of each -- price?

How about 1000 of family and RN

~~500~~x 250 of each of Mrs. Nixon

First Family -- now when they turn the negative over to us - we can have this work done without charge -- when they do it is going to cost -----
I need to have an ok from someone to do this.

BILLY GRAHAM

Montreat, N.C. 28757
September 1, 1972

Dear Rose Mary:

It was thoughtful of you to come and speak to me the other evening in San Clemente. It was a marvelous and privileged occasion for me.

Enclosed is a copy of a letter from Mr. Bill Walton, President of Holiday Inns Inc., which I think the President might like to see. I had asked the Holiday Inns to put a picture of the President and his family in every Holiday Inn in the country. These are his comments concerning the President and his family. Incidentally, as far as I know, Mr. Walton is a Democrat and as a businessman is one of the most sought-after speakers in the country. He is influencing a great many fence-sitters toward the President this year.

Keep up the good work.

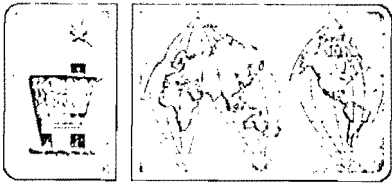
Cordially

A handwritten signature in cursive script that reads "Billy Graham". The signature is written in dark ink and is positioned below the word "Cordially".

Miss Rose Mary Wood
Secretary to the President
The White House
Washington, D.C. 20500

Enc.

Dictated but signed in his absence.



WILLIAM B. WALTON
PRESIDENT

Holiday Inns INC. 3742 LAMAR AVENUE • MEMPHIS, TENNESSEE 38118 U.S.A. 901 362 4602

August 28, 1972

Dr. Billy Graham
Montreat,
North Carolina 28757

Dear Billy:

I am in touch with Dwight Chapin and have told him that I will certainly be happy to support the idea of placing a picture of the First Family in the lobby of each of our 1,427 Holiday Inns.

I am vitally concerned with the welfare of our country and the best interest of all its people, and I am seeing the breakdown of the American family on all sides of me. In some areas it strikes at me with very pointed pain. I believe that the greatness of our country is directly the result of a strong belief in and love of God and the American family.

I listened to your Birmingham Crusade last week and I thought that the message which you had for America concerning the American family was one of the greatest and most meaningful messages I have ever heard you bring and is so timely and I might say critical. The deterioration of the American family I believe is one of the major contributors to drug addiction of young people, delinquents, and the breakdown of the moral fiber that holds this nation together.

I doubt President Nixon does fully realize the total impact I believe is occurring in America as a result of his family

Dr. Billy Graham

August 28, 1972

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being presented to America in the manner in which they are. The image they are casting is the very essence of the American dream. I watched with interest the activity of the Republican Convention and the reaction to his family. I realize I was watching Republicans giving Republicans ovations and I also realize that possibly to some degree, as any good program, it was planned but it was also very obvious that much of the enthusiasm was genuine and since we have talked about placing the First Family picture in the lobby of Holiday Inns I have made it a point to inquire among a good number of people and I can tell you and you can tell the President that all of the reaction that I have heard, seen, and those I have talked with is excellent.

You know, Billy, our country is a great country and always has been for heroes or those who represent the image of the American dream and the Nixons represent thoroughly and fully the American dream. Mrs. Nixon and the Nixon children are certainly wonderful assets to the President and will further contribute naturally to his political success but, again, I say that I do not believe the President realizes the full impact they are having on America for good.

I am certainly going to support the idea of America's First Family being in America's number one food and lodging system. I think we have a family image in Holiday Inns and we are traveling America's home away from home and I think it is a real nice thing to have America's First Family in our lobby. You realize, of course, that I represent a System made up of 2,500 franchise owners of all races, creeds, and colors, and we have always been very careful not to have a practice in one Holiday Inn that is not carried out throughout the System so it will be necessary that I gain the support of the entire System which as I have said I will be very happy to do.

Dr. Billy Graham
August 28, 1972
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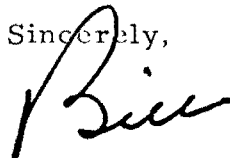
Your Birmingham Crusade came to Memphis last week. I was in town long enough to hear the first two nights and they were great. I missed the last night.

I thank you most kindly for contacting your friends at Mayo's. I believe you talked with them on Friday and in Monday's mail I had all of the necessary forms and Geneva and I have dates set for Monday morning September 25 and they have told us examinations will take about four days.

Do give all of the members of your team my very best regards and be sure and tell them how very sorry I am that I missed the last few Crusades. I had hoped to be with Grady and then to be at Birmingham and Cleveland but my schedule just didn't permit me to be with you and I missed seeing all of you very much. The time spent with you, Grady, and T. W., is a welcome and pleasant retreat from my usual duties and responsibilities and I look forward to seeing you sometime in the future.

My kindest personal regards.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bill", written over the word "Sincerely,".

William B. Walton

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 6, 1972

MEMORANDUM FOR: MISS ROSE MARY WOODS
FROM: ALEXANDER P. BUTTERFIELD
SUBJECT: Julie Eisenhower's Selection
of Photograph

Rbse:

Here are the six Bachrach photographs of Julie and David. Their selection -- Julie's really -- is no. 057.

You will want to pass on to Bachrach, too, Julie's strong preference that the tops of the iron spikes in the background be cropped ... and that the photo be cut off at the bottom somewhere around the knees. It may be that Bachrach will think the cropping at the bottom of the present photo will spoil the composition -- and if that is the case, we needn't press the matter.

Attachments

Not given to
President.

MR. PRESIDENT:

I need to have an ok to go ahead with the order for the pictures from Fabian Bachrach:

They have shaved their price down just as far as possible -- and Ollie tells me that this is the going rate -- but probably not for them as they usually never make pictures in this quantity.

2500 prints	\$3.00 each
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3000 prints	\$2.75 each
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4000 prints	\$2.50 each
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NEED ANSWER TODAY:

How many of each of the following shots?

Family Picture	Proof 36
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RN and PN	Proof 006
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RN	Proof 022 and Proof 018
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PN	Proof 008 and Proof 011
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Patricia Nixon	Proof 040
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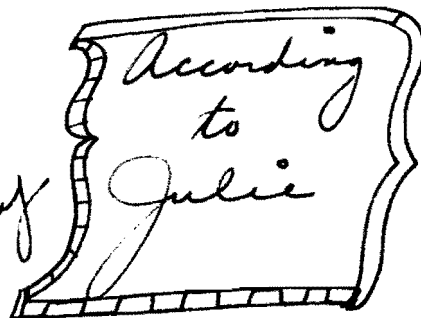
Edward Cox	Proof 050
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Julie & David	Proof 057 (as cropped as per Julie's suggestion)
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Bachrach

Family Picture 8/13/72

*Saturday
or Sunday*



MR. PRESIDENT:

After setting up the date with Mr. Bachrach for the family picture next Friday at 2:30 PM, Julie called to say that David's ship will not come back to port early enough for them to make it.

Also - since he will be late - they will have to fly on up to Maine for Ann Davis' wedding (she thinks they will even be late at that).

Julie has suggested - if we can get Mr. Bachrach to do a picture on Sunday - that she and David come back to Washington from Maine on Sunday.

Shall I check this out with Tricia, Ed, and, of course, Pat -- or is this OUT for you?

PLEASE ADVISE.

SUNDAY -- August 13 -- TIME _____

rmwoods
8/7/72

rmw

(I am afraid if we wait much longer we will be unable to get any picture taken, developed - approved, etc. - and out in time to do much good for the campaign)

8/8/72

Mrs. Gaines is checking with Fabian Bachrach as to whether
he can do the picture at 4:00 PM on Sunday, August 13.

After he or she gets back to us -- notify the entire family -- and
again remind them of clothes.

(Also tell Pat it might be well to change clothes from the family
picture to the personal one of each -- so they would not look exactly
the same).

RMW

August 7, 1972

To call Mrs. Gaines - Bachrach - re an appointment for
Mr. Bachrach to take a picture of the family (told her on
Friday that the 11th would not work out)

628-1077

RN suggests he look at:

Blue / ~~Green~~/ Red Rooms

East or West Wings -- 2nd Floor -----Yellow Oval Room - 2nd Floor

Map Room

Library if not too "busy".

Fabian Bachrach to rmw

I would be delighted to make this picture of the President and his family.

As I understand it is to be Friday, August 11 -- 2:30 PM.

As to whether it should be the studio or the White House - I believe it should be the White House.

I would like to come in and see you Friday morning and pick out the room and set up the lights in that room --

• If Mrs. Nixon has a preference then we could try to work around that -- otherwise I will look and see what I think would be best.

As far as clothes -- somehow I think the colors of dresses are much better if they blend together -- styling -- whatever she likes - If Mrs. Nixon picks out a certain dress she should then be sure the girls wear dresses that will go with hers.

We will plan to take transparencies/ black and white/ negative color etc.

If for any reason you need to reach me at home -- the number is Watertown, Massachusetts --- 46200

BACHRACH PICTURES

9/7/72

Fabian Bachrach is the man with whom we have been dealing --
he can be reached at Area Code 617 - 924 6200.

He will be there the remainder of this week but will be out next
week -- then you should talk with:

Mr. Howard Beaver - General Manager -- as Mr. Bachrach says
he has all of the information.

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They had to have the book of proofs back - and it was picked up
by their Washington office today - 9/7/72.

I am attaching the list of proofs chosen by the Nixon family

Unless we find we have a great need for pictures of Ed Cox and
Tricia - and Julie and David -- maybe we could just have a few
of those made up.

I leave all of this to you/ Bob Haldeman, et al.

RmWoods

(One final reminder -- Mrs. Nixon definitely wants Bachrach to
make the pictures-- so we should at least get a good supply of those
which I understand they have to retouch as they develop them.)

When working on numbers to be ordered -- please note attached
copy of letter of President of Holiday Inns to Dr. Billy Graham
saying he would be pleased to put a picture of the First Family in
the lobby of each of their 1,427 Holiday Inns.

RMW

September 19, 1972 - 3:35 PM

Bill Rhatican called regarding the Bachrach pictures

The first batch of pictures of the President and of the Family are being shipped from New York today directly to the Committee at 1701. As soon as they come Rhatican will pull a couple hundred out to bring over here.

The committee will start replacing pictures already in use in the various headquarters with the new pictures

M

THE WHITE HOUSE
WASHINGTON

M
What is this all
about?

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 25, 1973

TO: ROSE MARY WOODS
FROM: OLLIE ATKINS
RE: THE BACHRACH PHOTOS

Ziegler is holding all this up. Some of the stuff has been up there for a month. I brought it to his girl's attention today as it is almost impossible for me to see Ziegler anymore, and as soon as I have a clearance I will be glad to turn this material out.

Best regards.

A handwritten signature in cursive script, appearing to read "Ollie".

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 25, 1973

TO: ROSE MARY WOODS
FROM: OLLIE ATKINS
RE: THE BACHRACH PHOTOS

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