

December 20, 1963

Mr. Len Giovannitti
National Broadcasting Company
30 Rockefeller Plaza
New York City, New York

Dear Lenny,

All the enclosed 121 slides are approved for your use. Please have color negatives made of the 32 slides in the box marked "Negs Please."

We'd appreciate receiving the color negatives soon.

You may then hold on to all transparencies until you're through with them. Eventually, however, we must have them for the President's files.

Sincerely,



Yoichi R. Okamoto
Staff Assistant



11:50

Oke,

John Morris called.
He has some news and
was hoping you could
make the luncheon
at the Iron Gate
today. Please call
him when you get a
chance

737-8507

JR



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 18, 1965

MEMORANDUM FOR

Yoichi Okamoto

This concerns the foundation which might possibly provide the money for the preliminary study of the Dorothea Lange project.

After inquiring around, all indications seem to point to the fact that the most likely foundation is a small one named the Weyms Foundation located in Wilmington. The man who makes the cultural decisions there is Marshall W. Fishwick.

My suggestion is that your group go at this foundation first.

With the Season's greetings,



Eric F. Goldman

John Morris

737-8507

Joan:

The President looked at these photos
on my desk...and said that he thought
it was all right for Mr. White to send them.

He said, however, that he did not think
it was a very good picture of him (the President).

vm
dx 12/14/65

A1548-32A

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 13, 1965

TO: W. MARVIN WATSON

FROM: YOICHI R. OKAMOTO

In reference to your December 8 memo on the White House Staff Mess.

I have never made a reservation for a large group.

I have never requested meal room service or tray pick-up service.

I have abused the eating time for Group I (to which I have been assigned) because the nature of my job seldom permits me to get away between 11:30 AM. and 12:30 PM.

Request that I be permitted to eat in the Mess with Group II since the President, almost invariably, has appointments from 11:30 to 1:30 during which I must be with him.

cc: Col. Cross

THE WHITE HOUSE
Washington

December 8, 1965

MEMORANDUM FOR

Members, White House Staff Mess

An examination of the food service in the White House Staff Mess indicates that the quality of the service provided is being affected by members of the White House staff who fail to observe the established Mess rules. The Mess rules attached hereto are considered adequate for providing service to Mess members. If violations to these rules continue to the degree experienced in recent months, it may become necessary to significantly alter the membership of the Mess.

The following comments relative to the Mess rules are pertinent:

(1) Reservations for large working groups (more than 6) should be scheduled for the EOB dining rooms or one of the nearby restaurants.

(2) Members must dine within the time frame specified for their membership group. Disregard of this requirement by certain Group One members in the past has resulted in substantial overcrowding of the Mess for the designated Group Two members.

(3) Meal room service will be provided only to those personnel specified by me in a separate memorandum.

(4) Tray pickup service from the Mess will be limited to the times and those persons specified in my memorandum on that subject.

The Office of the Armed Forces Aide will continue to administer and monitor the Mess operation as in the past, keeping me advised of abuses to Mess membership privileges should they develop. Repeated abuse of privileges will warrant suspension of Mess memberships.



W. Marvin Watson
Special Assistant
to the President

THE WHITE HOUSE
Washington

July 15, 1965

MEMORANDUM FOR

White House Staff Mess Members

The purpose of the White House Staff Mess is to furnish breakfast and luncheon service to as many members and guests as is possible. Limitations of space and staff make it necessary to divide the membership list into three groups: Group I, Group II, and Honorary. The group to which you belong is as indicated on the slip attached. The meal hours for the Mess are as follows: Breakfast - 7:00 to 9:00 A.M. for members of all groups. Breakfast is not available on Sundays and holidays. Lunch - Group I: 11:30 A.M. to 12:30 P.M. Group II and Honorary members: 1:00 to 2:30 P.M. Luncheon is not available on Sundays and holidays.

Luncheon prices are from 55¢ to \$1.65 per meal. At the end of each month a bill will be sent to your office. Checks should be made payable to the White House Staff Mess and should be sent to the Office of the Armed Forces Aide to the President.

Since we wish to serve the maximum number of members and guests, observance of the following rules is requested:

Group I

Group I members are requested to finish their meals by 12:45 P.M., and not begin them later than 12:30. The 12:45 completion time is requested in order to allow time to reset the tables.

Group II and Honorary Members

Group II and Honorary members are requested not to arrive for luncheon prior to 12:45 P.M. since the period immediately prior to the 1:00 P.M. luncheon hour is used to prepare the Mess for your convenience.

Guest Privileges

1. Reservations for all guests of any member are necessary in order that table space may be so allocated as to permit you, the member, to sit with your guest.

2. Group I members may bring ONE guest. It will not be possible for Group I members with guests to eat at any other time than that prescribed for that group.

3. Group II members may bring as many guests as they wish. However, no more than 18 guests total can be accommodated for the noon meal. When this total of 18 is reached, those calling subsequently for guest reservations will be told that they cannot be accommodated unless, perhaps, they can begin their meal at some time later than 1:45 P. M.

4. Guest privileges for Honorary members are the same as for Group II members.

5. One of the purposes of the Mess is to provide a pleasant atmosphere in which working conversations can take place. All members are therefore asked to observe the custom of not inviting guests who might overhear conversations which should not be public knowledge.

From the above, it will be seen that a reservation for guests is most necessary. Members arriving with guests but without reservations may well encounter the possibility of having to go elsewhere, even if there are empty tables in the Mess. These tables must be kept for members who might arrive subsequently. When reservations are requested and the total number of guests expected at 1:00 P. M. has already reached the figure of 18, the member will be informed that on that particular day his guests cannot be accommodated unless he can select the later hour of 1:45. By requesting reservations, you will always be assured of a place for your party, or you will know in advance that it will not be possible to accommodate them that day.

Parties will be given separate tables whenever possible, but, at times when there are many members and guests, it may be necessary to ask parties of 2 to share a table for 4. The round table is reserved for members without guests, but, when this table is full, members may sit at any unreserved table. The reserved tables are for those members who have requested guest reservations.

There may arise occasions when personnel of the Mess are needed to perform functions elsewhere. In such cases, service must be curtailed in the Mess and it may not be possible to accommodate guests in any number. Should this happen, those having reservations for guests will be advised in order that they may seek service elsewhere. Service to members will always be available, but may not be as rapid during a period of reduced staffing.

The Mess does not have sufficient personnel to deliver meals to all of the members who might wish to receive them in their offices. Exceptions to this rule can be made on an individual basis only.

Coffee is available from the Staff Mess on a cost basis, which is billed monthly with meal service. Once again, however, there is insufficient personnel to deliver it to offices on request. Coffee is always available if someone can come for it.

It is hoped that the above regulations are not considered unusually restrictive. We ask the cooperation of all in order to carry out our purpose of providing to the membership a pleasant and convenient location for meals, where good food is served. Any suggestions which will improve the service or benefit the membership are solicited.

JAMES U. CROSS
Lieutenant Colonel, U. S. Air Force
Armed Forces Aide to the President

Mr. Yoichi R. Okamoto
West Wing Room 18
The White House

NOTES ON POLICY FOR HANDLING PHOTO REQUESTS

1. The President has told me on several occasions that I am not to give a photo to anyone without his approval. I assume this applies to all of the photographers in my office.
2. This means that every time we give a picture to Mrs. Johnson or to any of the Special Assistants (with the understanding that they will secure the President's approval) and/or to the press office to meet a deadline request-- we are, in effect, going against the President's instruction.
3. My office is receiving an increasing number of photo requests. (Approx. 200 in October for example.)
4. For the President to personally see and approve or disapprove each one of these requests before any action can be taken on it, would seem to take a disproportionate amount of his time.
5. However, it seems to me that we must either tighten up and adhere strictly to his very explicit instruction OR get his approval for another method of handling photo requests.
6. The most efficient way, in my opinion, would be the following:
 - a. The photo office would be permitted to accept requests approved by any of the Special Assistants, who would be acting in the President's interest to decide when it would or would not be advisable to send photos.
 - b. I would take the responsibility of seeing that no embarrassing or unflattering pictures are selected to fill requests.
 - c. The photos requested would be sent in each case to Juanita Roberts' office where they would be logged out. From there they would be sent to the Special Assistant who approved the request, for forwarding to the requester.
7. If, however, the President wants to retain a greater degree of personal involvement with photographs, the above suggested method could be adapted so that the photo office could still accept and fill requests submitted through the Special Assistants and THEN send the photos to the President for his final okay before they are sent out.

LYNDON BAINES JOHNSON LIBRARY AND MUSEUM

2313 RED RIVER
AUSTIN TX 78705

Phone: (512) 721-0199
FAX: (512)-721-0171

ARCHIVES TRANSFER

Transferred from: Lara Hall
Archives
LBJ Library and Museum

The object(s) described below is released from the archive collection of the Lyndon Baines Johnson Library and Museum to the museum.

Description of object(s):
Aides Files, Okamoto "Misc Correspondence. 1965" Box 1
Memo, Notes on Policy for Handling Photo Requests

Purpose:
"Okamoto" Temporary Exhibit, LBJ Library

Released from Archives by: **Date**

Received by the Museum: **Date**

Returned to Archives: **Date**

D R A F T

TO: WHITE HOUSE STAFF

FROM:

PHOTO

SUBJECT: THE WHITE HOUSE/OFFICE

The primary responsibility of the White House Photo Office is to provide the photographic services required by the President. Fulfilling that purpose takes precedence over all other requests received ~~_____~~. However, as time and manpower permit, the photo office will continue to supply the other official photographic needs of the White House provided that requests are submitted in accordance with the following procedures:

I PROCEDURES FOR OBTAINING PHOTOGRAPHIC SERVICES

A. All requests for photographic services (photography and/or prints) must be in writing and must indicate the written approval of one of the White House staff members listed below.

1. Bess Abell-- All requests for the official needs of the First Lady's social office, including requests stemming from the official social activities of Misses Lynda and Luci Johnson.
2. McGeorge Bundy-- All requests from security and intelligence agencies.
3. Horace Busby-- All requests from government agencies in the Executive Branch.
4. Liz Carpenter-- All requests for press and publication use of the activities of the First Lady and Misses Lynda and Luci Johnson.
5. Douglass Cater-- All requests from private groups and individuals in the fields of youth and education.
6. ^{1. C.} Col. James Cross-- All requests from the military.
7. Bill Moyers-- All requests for press and publication use of the activities of the President and all other White House officers and offices.
8. Larry O'Brien-- All requests from members of Congress and their offices.

9. Jack Valenti-- All requests from special interest groups and individuals who visit the President.
 10. Marvin Watson-- All requests from the Democratic National Committee and requests for the official needs of White House staff members.
 11. The Vice President's Office-- All requests for the official needs of his office.
- B. Photos requested by staff members which include themselves must be for official purposes only. No "personal album" type photos will be supplied by the photo office.
 - C. To control costs staff members are asked to discourage requests for multiple copies of photos. Persons requesting them should be informed that commercial photo processing establishments can make additional copies of photographs from an existing print. As an economy measure black and white photography will be supplied whenever possible, because of the high cost of color photography.
 - D. The contact prints and proof sheets of all White House photographs are considered to be confidential and are not generally available for perusal. It is the professional responsibility of the photo office to select those photos which best meet specific requests. Under no conditions will these contact sheets ever be shown to persons outside of the White House establishment.
 - E. The procedures outlined above do not apply to the photo requests from the general public which will continue to be handled by the Correspondence Section.
- II PROCEDURES TO BE FOLLOWED AFTER REQUEST HAS BEEN FILLED BY PHOTO OFFICE
- A. After the photo office has completed its action on a request, the written request will be returned to the office of the staff member who approved it along with the requested photograph(s).
 - B. Before any picture is sent outside of the White House the following steps must be taken:

1. All pictures which include the President must be logged out through Juanita Roberts' office.
2. All pictures taken by Mr. Okamoto are considered to be the personal property of the President and must be approved by him before they are released. The President's approval may be obtained by sending the photograph to Mrs. Roberts' office along with a note requesting release of the photo for the specific purpose desired.
3. Letters of transmittal must accompany all photographs mailed by White House offices. The letter and the photographs should not be sealed and mailed directly, but rather should be sent through the Stripping Desk. This is necessary so that Central Files may have a record of all photos mailed from the White House.
4. If a photo is sent by messenger a memo giving complete information must be sent to Frank Matthews in Central Files.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 15, 1965

TO: W. MARVIN WATSON
FROM: YOICHI R. OKAMOTO
RE: PHOTOS RETURNED TO YOU FROM THE DNC

It was at your suggestion we sent proof prints from the President's Club reception at Sargent Shriver's house to Cliff Carter. We asked him to select those he felt the President might want to send and to identify the persons selected. He chose 126 prints, but asked for a larger size in order to identify them. We sent the prints to his office and asked that they attach identifying slips and return them to us. Perhaps you will want to call him and see why this was not done. Since only 47 prints were returned to you, what happened to the other 79 prints?

DRAFT

TO: W. MARVIN WATSON

FROM: YOICHI R. OKAMOTO

RE: PHOTOS RETURNED TO YOU FROM THE DNC

It was
At your suggestion we sent ~~the contact prints~~ *proof prints* from the President's Club reception at Sargent Shriver's house to Cliff Carter, ~~we~~ *he* asked him to select those he felt the President might want to send and to identify the persons ~~in the photos he~~ selected. He chose ~~126~~ *2* prints but told us that ~~he would have to have them in a~~ *23 for 2* larger size in order to identify ~~them~~ *ins* them. We sent the prints to his office and asked that they attach ~~identify~~ *ins* slips and return them to us. Perhaps you will want to call him and see why this was not done. ~~Since~~ *5* only 47 prints were returned to you, what happened to the other 79 prints?

December 6, 1965

TO: Mr. Walter Young

FROM: Yoichi R. Okamoto

Following is the list of White House personnel whose identification negatives we would like to borrow to make up a photo identification sheet for the use of our photo laboratory. If you will send these negatives to the Photo Office, Room W-18, we will return them to you as soon as possible. Thank you.

ABELL, ELIZABETH C. (MRS.)
ALBRIGHT, JACK A. (COL.)
ALEXANDER, CLIFFORD L., JR.
BARBER, PERRY O., JR.
BLACK, EUGENE R.
BOOZER, YOLANDA (MRS.)
BURKLEY, GEORGE G. (ADM.)
BUNDY, MC GEORGE
CALIFANO, JOSEPH A., JR.
CARPENTER, ELIZABETH H. (MRS.)
CATER, S. DOUGLASS, JR.
CROSS, JAMES U. (LT. COL.)
FAUVER, EDWIN M.
FEHMER, MARIE (MISS)
GOLDMAN, ERIC (DR.)
GONELLA, ASHTON G. (MRS.)
HAYS, BROOKS
HOBBS, F.W. (LT. COMDR.)
HOPKINS, WILLIAM J.
HORNIG, DONALD F. (DR.)
HORSKY, CHARLES A.
HOWELL, CARSON M.
JACOBSEN, JAKE
JOHNS, LEM
JOHNSON, TOM
JONES, JAMES R. (LT.)
LATTIN, JOSEPH
MC CAMMON, VICTORIA
MC PHERSON, HARRY C., JR.
MACY, JOHN W., JR.
MANATOS, MIKE N.

MOYERS, BILL D.
MOYERS, JAMES, H.
PACHIOS, HAROLD C.
PETERSON, ESTHER (MRS.)
REDMON, E. HAYES
REEDY, GEORGE
ROBERTS, JUANITA D. (MRS.)
ROBINSON, HUGH G. (MAJ.)
SMITH, BROMLEY
STEVENS, ROGER L.
VALENTI, JACK J.
WATSON, W. MARVIN
WHITE, LEE C.
WILSON, HENRY HALL, JR.
YOUNG, JAMES M. (CAPT.)

DEPARTMENT OF STATE
OFFICE OF THE CHIEF OF PROTOCOL

October 27, 1965

MEMORANDUM FOR MR. YOICHI OKAMOTO
THE WHITE HOUSE

An unusual request, but one the Department of State strongly recommends that we fulfill.

Ambassador Plate of Paraguay, who has been particularly helpful in recent months, would deeply appreciate having a negative of the photograph you took of him and the President August 17 following the ceremony commemorating the fourth anniversary of the Alliance for Progress. He submitted the request through the Paraguayan Desk Officer here, and the Desk Officer strongly feels we should honor it.

A handwritten signature in dark ink, appearing to read 'Ivan Sinclair', is written over the typed name.

Ivan Sinclair
Public Affairs Officer

Al Williams

182 - 3897

Paraguayon

WHCA PHOTO LAB ORDER

Date of Request 10/22/65	Requested by Cliff Carter DNC XXXXXXXXXXXX	Lab Order # 617
Date Shot 9/29/65	Order Accepted by jean	Date Due XXXXXXXX Routine
Subject Title Pres. Club Reception at Shriver's		Photographer okamoto

Services Required

Please print 11x14 DWM prints on the following 58 subjects (see attached list). The number of copies desired on each is XXX indicated also.

Deliver Completed Job To jean	White House Authorization
---	---------------------------

MATERIAL EXPENDED

Prints:	Black & White	Color
4 x 5		
5 x 7		
8 x 10		
11 x 14		
16 x 20		
Other		

Film:	Size	Amount	Size	Amount
Copy Negatives				
Transparencies				
Prints Mounted				

Remarks:

Printers Initials

DEMOCRATIC NATIONAL COMMITTEE

1730 K STREET, N.W.

WASHINGTON, D. C. 20006

TELEPHONE
FEDERAL 3-8750

October 18, 1965

126
47
79

TO: Yoichi R. Okamoto

FROM: Clifton G. Carter

RE: Pictures of President's Club Party on September 29

I will be happy to make the identifications on these pictures, Okie; however I will need to have them produced in a larger size. Will you please reproduce the following:

ROLL 1377

Frame	Copies
18	3
20	2
22	1
23	2
25	2
26	2
27	2
28	3
29	2
30	2
31	3

ROLL 1380

2	1
5	1
9	2
10	2
12	2
13	2
14	2
20	2
21	2
22	2
23	2
24	2
28	4
35	2
36	2

ROLL 1379

Frame	Copies
18A	1
19A	4
20A	3
21A	2
22A	3
23A	1
25A	2
26A	2
28A	3
29A	2
30A	3
32A	3
33A	2
34A	1

ROLL 1382

1A	2
2A	3
3A	1
6A	3
8A	1
10A	1
11A	3
12A	3
13A	2

Frame

Frame	Copies
14A	3
15A	4
16A	4
18A	2
19A	2
23A	2
26A	1
29A	1
36A	2

THE WHITE HOUSE
WASHINGTON

October 4, 1965

Dear Mr. Cherne,

Here are the photographs you requested in your telephone call to me last week.

I hope that these views of the President with your bust of him will be helpful to you in your work.

Sincerely,

Yoichi R. Okamoto
Staff Assistant

THE WHITE HOUSE
WASHINGTON

October 4, 1965

TO: Cliff Carter

FROM: Yoichi R. Okamoto

Attached are the contact sheets from the four rolls of film I shot at the President's Club function on September 29.

I would greatly appreciate it if you would indicate which photos you think the President might want to send to those who attended.

Will you please choose the photos and return the sheets to me along with a list giving the roll and frame numbers of those you choose and the identification of those individuals who appear in each of the photographs you select. The roll numbers appear in the lower corner next to my name and the frame numbers are the small numbers under each picture.

Thanks in advance for your help.

Bob-

What about this?

When Ready?

DWIGHT SMITH
183-4851



10/7/65

SUPPLIED PRINT THIS DATE

MEMO FROM THE GSA
ADMINISTRATOR FORTHCOMING



THE WHITE HOUSE

WASHINGTON

September 30, 1965

MEMORANDUM FOR MR. OKAMOTA

The attached is self-explanatory.
Mr. Dwight Smith at GSA has called back
about my memorandum to the Administrator.
Would you please contact Mr. Smith and
supply him with a print and whatever else
is necessary -- so that the large scale
reproduction of the Muto portrait can go
forward.

Many thanks.


Horace Busby

Attachment

THE WHITE HOUSE
WASHINGTON

September 30, 1965

Mr. Busby,

Mr. Dwight Smith is handling the attached matter and would like to come see or have in his hands the photo which should be reproduced. He seems quite vague about it. Did you mean the reproduction should be in color? That's what he thinks. He wants to see how many colors are involved, etc.

Emily

September 27, 1965

CONFIDENTIAL

MEMORANDUM FOR : Lawson Knott
 GSA Administrator

FROM : Horace Busby
 Special Assistant to the President

As you have been advised previously, the White House now has a new color photographic portrait of the President suitable for the customary display in Federal offices. Requests for prints of this photograph from the Departments and Agencies in the Washington area already far exceed the available supply.

Since this is the photographic portrait since early 1964 approved for general distribution, would you please do the following:

Estimate firmly the quantity required, the needs of all Federal offices and installations, domestically and abroad, on the usual basis of distribution. And, additionally, obtain cost estimates for producing the indicated quantity of such photographs to meet this need. Original color prints, of course, cannot be used for this purpose because of the excessive cost. Other reproduction processes will have to be explored.

After you have completed your necessary surveys and obtained the information above, please communicate directly with Mr. Marvin Watson, since I will be gone from the White House by that time. It is desired to move ahead with this promptly. Mr. Watson will be expecting to hear from you.

September 27, 1965

CONFIDENTIAL

MEMORANDUM FOR : Lawson Knott
 GSA Administrator

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 Special Assistant to the President

As you have been advised previously, the White House now has a new color photographic portrait of the President suitable for the customary display in Federal offices. Requests for prints of this photograph from the Departments and Agencies in the Washington area already far exceed the available supply.

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After you have completed your necessary surveys and obtained the information above, please communicate directly with Mr. Marvin Watson, since I will be gone from the White House by that time. It is desired to move ahead with this promptly. Mr. Watson will be expecting to hear from you.

GENERAL SERVICES ADMINISTRATION



Washington 25, D.C.

OCT 8 1965

Honorable W. Marvin Watson
Special Assistant to the President
The White House

Dear Mr. Watson:

In his memorandum of September 27, 1965 (copy attached), Mr. Horace Busby requested that we develop certain information concerning costs for reproduction and distribution throughout the Government for a new official photographic portrait of President Johnson. The information requested follows.

The printing and subsequent distribution of the 1964 official Presidential photographs were (1) the standing photograph - 20,000 copies, and (2) the bust photograph - 25,000 copies. These two pictures were printed for display in Government buildings, auditoriums, lobbies, and individual offices of Government officials, and distributed to Government departments. The cost to print 45,000 copies was \$3,747.50, and the bill was sent direct from the printer, The Beck Engraving Company, Inc., Philadelphia, Pennsylvania, to Mr. Ivan Sinclair, Assistant to the President, c/o The White House.

In addition to the 45,000 copies printed and distributed through GSA, our survey disclosed that additional copies were printed and distributed by the following:

Department of Defense	17" x 23"	56,875 copies	black and white
Department of State	11" x 14"	500 copies	photographic prints
Department of State	16" x 20"	500 copies	photographic prints
U. S. Information Agency	10" x 14"	250,000 copies	in four colors
U. S. Information Agency	20" x 26"	30,000 copies	in four colors

In the course of our survey, an official of the U. S. Information Agency stated that if there was to be a new official photograph of the President, they would like to be able to print their requirements, which would be for overseas use. The State Department also stated that they would do the same but they would use photographic prints. The Department of Defense official seemed very much concerned about the possibility of having to change their black and white pictures which have been widely distributed to the Armed

Services throughout the world. If there is to be a new official photograph and in color, they would prefer that it be printed in size 8" x 10" or 11" x 14", with a very limited distribution. Their concern was also the additional expense involved in replacing the black and white with color photographs might be construed as not in keeping with the President's Cost Reduction Program.

Indications are that the majority of the 45,000 pictures distributed through GSA and the 56,875 copies distributed by the Department of Defense were framed. Therefore, it may be desirable to maintain the size of the new official photograph of the President at 17" x 23" so as to be able to use existing frames.

Approximately six weeks will be required to print the new photograph by letterpress and in color after the order has been placed with the printer. Letterpress printing will allow press proofs in color for approval before final printing.

The estimated cost in three sizes, in color, is as follows:

8" x 10"	10,000 copies	\$ 2,100
	50,000 copies	4,260
	100,000 copies	6,960
	Each additional 1,000	54
11" x 14"	10,000 copies	2,600
	50,000 copies	5,280
	100,000 copies	8,630
	Each additional 1,000	67
17" x 23"	10,000 copies	3,650
	50,000 copies	8,530
	100,000 copies	14,630
	Each additional 1,000	122

The Beck Engraving Company has printed the official photographs for Presidents Eisenhower, Kennedy, and Johnson. Attached are sample copies of their four-color work for the National Gallery of Art. The names and addresses of the officials contacted and an agency distribution list are available should you have need for them.

I trust that the foregoing provides you the necessary information to reach a decision. Please advise if I can be of further assistance.

Sincerely yours,

Lawson B. Knott, Jr.
Administrator

Enclosures 5

THE WHITE HOUSE

WASHINGTON

September 27, 1965

CONFIDENTIAL

MEMORANDUM FOR : Lawson Knott
GSA Administrator

FROM : Horace Busby *AB*
Special Assistant to the President

As you have been advised previously, the White House now has a new color photographic portrait of the President suitable for the customary display in Federal offices. Requests for prints of this photograph from the Departments and Agencies in the Washington area already far exceed the available supply.

Since this is the ^{first} photographic portrait since early 1964 approved for general distribution, would you please do the following:

Estimate firmly the quantity required, ^{to meet} the needs of all Federal offices and installations, domestically and abroad, on the usual basis of distribution. And, additionally, obtain cost estimates for producing the indicated quantity of such photographs to meet this need. Original color prints, of course, cannot be used for this purpose because of the excessive cost. Other reproduction processes will have to be explored.

After you have completed your necessary surveys and obtained the information above, please communicate directly with Mr. Marvin Watson, since I will be gone from the White House by that time. It is desired to move ahead with this promptly. Mr. Watson will be expecting to hear from you.

THE WHITE HOUSE
WASHINGTON

OK recommends
duplicate negative
of official
portrait to
Military to do
their own printing.

OK
H. Watson

U. S. S. AMERICA (CVA-66)

**CARE OF FLEET POST OFFICE
NEW YORK, N. Y. 09501**

CVA66/5728

Code 17/ 2 459

28 SEP 1965

From: Commanding Officer, USS AMERICA (CVA-66)
To: Military Aide to the White House, The White House, Washington, D. C.

Subj: Color portraits of the President of the United States, request for

**1. It is requested that the USS AMERICA be furnished with two (2) color
11 x 14 portraits of the President of the United States.**

**2. These portraits are for display purposes by Commander Carrier Division
TWO, presently embarked, and the USS AMERICA.**


F. J. BEEBY
By direction

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 16, 1965

TO: W. MARVIN WATSON
FROM: YOICHI R. OKAMOTO
SUBJECT: PROPOSED MEMO ON THE WHITE HOUSE PHOTO OFFICE

I'd like to point out a couple of ~~holes~~ in the memo as it is now written.

First, do you really want to handle all other requests such as the many from other government agencies which in the draft memo had been under Busby?

Second, paragraph one on page 3 should be amended so that it applies only to pictures which involve the President. The way it reads now, Mrs. Roberts' office will be ~~flooded~~ with all the pictures that Bess Abell and Liz Carpenter want to release, as well as pictures that the curator wants to send out of White House paintings, for example, and pictures that White House photographers take of military promotion ceremonies, etc.

Also, I think we should bear in mind that the primary purpose of the memo is to reduce the workload of the photo office to proportions that it can reasonably handle. Perhaps the memo should include the statement that requests will be filled only as time and manpower permit.

Marvin



I took the liberty of reading the memo on WH photos because I have been intimately involved with photos not only here at the WH with the President, but also in the years before coming here and having the responsibility for procedures on processing all requests for autographed pictures.

There are some things that could be written into this memo to strengthen it --- to clarify it. A stamp for the back of each picture is needed and has already (somewhere ago) been discussed with Lee White.

Juanita

THE WHITE HOUSE
WASHINGTON

September 14, 1965

Juanita:

For your review -- I still believe that a stamp should be on the reverse of all photographs leaving the White House, except those approved for press use by the Press Office. I also feel that if permission is given an individual to reproduce a photograph, he should do it at his own expense.

I do not believe, however, that anyone should reproduce the personal autograph of the President without his express permission.

dt

THE WHITE HOUSE
WASHINGTON

September 14, 1965

TO: HAL PACHIOS

FROM: Y.R. OKAMOTO

I think this request goes beyond our PR function and certainly beyond our capability. We could furnish 8x10's of White House personnel that KCTV requested by name and you approved.

Personally, I feel this outfit is trying to build up a file of pictures that they should be filling from commercial sources, as well as making someone else do its job.

September 3, 1965

Norman Kurshan Inc.
Color Laboratories
8 W 56 Street
New York 19, N. Y.

Dear Norm,

Here are four color negatives plus one print
each of those made by our lab.

I would like to know:

1. If the shooting can be improved by
filteration?
2. Can you improve on prints? Make
one each.

Bill White House Communications Agency as
normal.

Yours,

Yoichi R. Okamoto

Enclosures:

1. Four Color Negatives
2. Four Prints

August 31, 1965

Mr. Philippe Halsman
33 West Sixty-Seventh Street
New York 23, N.Y.

Dear Philippe,

Please excuse the lateness in acknowledging your letter. Things have been terribly busy around here lately. The new cropping on your portrait of the President is terrific! I am returning the negative and the print to you for your signature. Please keep the signature dignified in size.

I am also returning the K & L Bill to you and asking you to send a bill for the amount on your stationery to the White House Communications Agency, 3222 M. St. N.W. Attn: S/Maj. Frank Pennell. This will expedite payment.

Yours,

Yoichi R. Okamoto
Staff Assistant

|| *halsman*

July 20, 1965

Mr. Yoichi Okamoto
The White House
Washington, D.C.

Dear Yoichi,

if you think it was easy - you are mistaken. It took me three trips to K & L Color Service, the picture needed masking, three sets of negatives and prints. At one moment K & L didn't think they will ever make a good print and they offered me instead ten dye transfers for \$10.- each (their own cost). You still may consider this offer.

I hope you like this print and the cropping which I think gives the President a more thoughtful look.

I did not sign the negative because I wanted you to okay my cropping or to substitute your own. Please, indicate the cropping on the sleeve of the negative, return the negative to me, and I will sign it.

I don't have yet K & L's bill but, as soon as I get it, I will forward it to you.

I am leaving tomorrow for Miami where I will be one of the judges in the Miss Universe Contest and am going on the 27th for two weeks to Hawaii to cover a movie. But my secretary will be in my studio and probably will be able to help you if you need anything.

With warm regards and best wishes for your very complicated life,

cordially,

Philippe

Halsman

August 3, 1965

Mr. Yoichi Okamoto
The White House
Washington, D.C.

Dear Mr. Okamoto,

as Mr. Halsman instructed me, before
leaving on his assignment in Hawaii, I am forwarding
to you the bill of K & L Color Service Inc. for the
internegative and the color print of President Johnson.

Sincerely yours,



Liouba Golschmann
Secretary to Mr. Halsman

THE WHITE HOUSE
WASHINGTON

Thursday, August 26, 1965
12:15 P.M.

MR. PRESIDENT:

I am sending to Mrs. Roberts' office today three boxes of photographs, some or all of which you may want to look at over the weekend.

Some of the pictures were taken during the first week in June, but were just recently received. This is because they were the last of a number of photos which were printed on a contract basis by a private laboratory while our lab was being readied.

Oke

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

August 26, 1965

TO: W. MARVIN WATSON

FROM: YOICHI R. OKAMOTO

In order to fulfill current photographic requirements of the President and the White House establishment the photo laboratory must be operated 16 hours per day 7 days per week with a total strength of 24 military positions.

The breakdown:

Seven (7) men are required to develop and print my own shooting.

Four (4) men are required to process and print other black and white photo servicing.

Six (6) men are required to process and print color.

Five (5) men are required as clerks, photo-finishers, supply men and driver-messengers.

Two (2) photographers to supplement the Okamoto, Knudsen shooting.

I consider this the bare minimum and urge immediate approval of the 24 positions. Prior to April, 1965 with Army and Navy photographers, the total average manpower was never under 16 positions. My shooting has now been added and photo requests have increased.

A recent military decree states that we are to lose any man who has served four years or over in the White House. This will cripple our current laboratory staff. If we should find qualified military personnel, the six month "clearing" requirement hampers replacement.

Can we bring qualified military men in, on some sort of interim clearance?

cc: BILL D. MOYERS

THE WHITE HOUSE
WASHINGTON

August 23, 1965

TO: BILL MOYERS

FROM: YOICHI R. OKAMOTO

Hayes Redman requested these pictures
some time ago. Will you see if you can get
them released for him?

**GENERAL  ELECTRIC
COMPANY**

NELA PARK, CLEVELAND, OHIO 44112 . . Area Code 216

PHOTO
LAMP
DEPARTMENT

August 19, 1965

Mr. Y. Okomoto
The President's Staff
The White House
Washington, D. C.

Dear Mr. Okomoto:

I am sending you a pair of G.E. Universal Model Mardi Gras
Movie Lights and a couple of spare DVY lamps to try.

Descriptive material is enclosed.

I think this unit is ideally adapted to your lighting problems
as well as to serious photography in general by reason of size,
efficiency, stability and performance.

Install this pair for bounce lighting in some location where
you need extra light.

Or have someone hold and aim one or both units to boost prevailing
light in any location.

Mardi Gras and DVY are the smallest ever made.

I will phone you to learn how things are progressing within the
week.

Cordially,



DON MOHLER

DJM:tjf

cc W. F. Albrecht #281
R. F. VandenBoom #200

**GENERAL  ELECTRIC
COMPANY**

NELA PARK, CLEVELAND, OHIO 44112 . . .



8*346

PHOTO
LAMP
DEPARTMENT

August 19, 1965

Mr. Joe Scherschel,
National Geographic Magazine
Washington, D. C.

Dear Joe:

Whatever we do to better photographic lighting in the White House will help you some on your current project of expanding and improving illustration for the book published by the White House Historical Association with the cooperation of the National Geographic Society.

But such modest improvement in the quality and quantity of the prevailing light as we can make will fall far short of what you want for your assignment.

I can't suggest anything remarkable to improve on your past lighting practices. You know what needs to be done on special occasions, you know how to do it and you can get the equipment.

However, if there's anything you want to try, if there's a new approach you'd like to make, or an experiment to be undertaken, call on me. It will be a privilege to help in any way I possibly can.

Cordially,

DON MOHLER

DJM:tjf
cc W. F. Albrecht
Y. Okamoto ✓

THE WHITE HOUSE
WASHINGTON

August 10, 1965

TO OKIE

FROM: Bill Moyers

- a) I don't believe he will
- b) I'll ask him

THE WHITE HOUSE
WASHINGTON

OKie
August 10, 1965

TO: Mr. Bill D. Moyers

FROM: Yoichi R. Okamoto

There is a rumor that the President may spend ten days or so at the Ranch.

If so, I wonder if I could have that week on vacation. I haven't had leave in over a year.

Oke

a) I don't believe he will
b) I'll ask him

Translation:

Keep this up. But I need them as you
get them -- not in one big batch late Friday!

Bill Moyers

THE WHITE HOUSE
WASHINGTON

August 10, 1965

TO: MR. BILL D. MOYERS

FROM: YOICHI R. OKAMOTO

As you know it has been my practice, at
the President's request, to furnish ten good
(releasable) pictures to Marvin Watson each week.

Today, I have been instructed by Jim Jones
to furnish you with a "terrific" picture each day
for release.

Does this mean I must now furnish fifteen
pictures per week?

I question the validity of the need for so
many pictures. I also question the opportunity
for any photographer to obtain that many "terrific"
pictures.

As you know, I am most anxious to avoid a
deterioration of the standards we are striving
for in White House photography.

OKie
Keep this up
But I need
them as
you
get them
not
in
my
big
batch
late
Friday
Mr.

LYNDON BAINES JOHNSON LIBRARY AND MUSEUM

2313 RED RIVER
AUSTIN TX 78705

Phone: (512) 721-0199
FAX: (512)-721-0171

ARCHIVES TRANSFER

Transferred from: Lara Hall
Archives
LBJ Library and Museum

The object(s) described below is released from the archive collection of the Lyndon Baines Johnson Library and Museum to the museum.

Description of object(s):
Aides Files, Okamoto "Misc Correspondence. 1965" Box 1
Memo, Photo Policy to Bill Moyers

Purpose:
"Okamoto" Temporary Exhibit, LBJ Library

Released from Archives by: **Date**

Received by the Museum: **Date**

Returned to Archives: **Date**

THE WHITE HOUSE
WASHINGTON

August 10, 1965

TO: Mr. Frank Matthews/Central Files

FROM: Joan Berwitt/Photo Office

Following is a list of several pictures
which I have sent by White House messengers:

July 19, 1965: To the PMG-- a picture of
himself and the President in the oval
office, signed "To John, my best, Lyndon
B. Johnson"

August 10, 1965: To Brookings Institution for
use in a pamphlet-- a portrait of Kermit
Gordon signed by the President: "To Kermit,
with affection, Lyndon B. Johnson"

August 10, 1965: To Mrs. Livingston at Nat'l
Archives-- a picture of the President signing
the World Law Day proclamation in the Rose
Garden on July 8, 1965. Others in the picture
include Arthur Goldberg and Nicholas Katzenbach.
This photo is for use in an exhibit.

Call me on x657 if you need more information.

August 6, 1965

TO: MR. GEORGE STEVENS, JR.
FROM: YOICHI R. OKAMOTO

Attached is the paper we talked about Friday. I would appreciate any imaginative ideas that you or your staff might have regarding this proposal.

Lt. Tom Atkins, who handles the present program, could be made available to discuss this with your people if you wish.

Thanks,

Oke

**GENERAL  ELECTRIC
COMPANY**

NELA PARK, CLEVELAND, OHIO 44112 . . .



8*346

PHOTO
LAMP
DEPARTMENT

August 6, 1965

AIR MAIL

Mr. Bob Knudson,
STAFF
The White House
Washington, D. C.

Dear Bob:

As I told you on the phone - a direct quick start on the multitude of photo lighting problems surrounding the President is to get a pair of conventional Sealed Beam movie lights.

The DXK Quartz Iodine 650 watt Sealed Beam is 3400 K and 16 hours life. The FCX 3200 K is a 100 hour lamp. Both are medium beam.

A pair of either of these indirect should give you around 50 footcandles in the small lounge.

We are barely getting into production on a tiny, open reflector Quartz Iodine Type - The Mardi Gras. Next week I will send you samples for trial.

Cordially,

A handwritten signature in blue ink, appearing to read 'Don Mohler'.

DON MOHLER

DJM:tjf
cc W. F. Albrecht
R. VandenBoom
Y. Okomoto

GENERAL  ELECTRIC
COMPANY

NELA PARK, CLEVELAND, OHIO 44112 . . Area Code 216

PHOTO

LAMP

DEPARTMENT

August 3, 1965

AIR MAIL

Mr. Y. Okomoto
President's Staff
The White House
Washington, D. C.

Dear Mr. Okomoto:

I am working on a summary report of the problems involved in lighting the White House for good photography.

Your gracious generosity in opening doors and devoting time to make possible a thorough understanding and appraisal on my part is greatly appreciated.

I have consulted some experts here, have reviewed my own photographs and have reached some preliminary conclusions.

Within the next day or two I will report to you at length.

Also, as I stated at the conclusion of our two working days together last week, I will return to Washington on a moment's notice for any further meeting or consultation on this project. Phone me - Area Code 216 - 266-3108.

Cordially,



DON MOHLER

DJM:tjf

cc W. F. Albrecht

THE WHITE HOUSE
WASHINGTON

July 20, 1965

TO: Mr. Bill D. Moyers

FROM: Yeichi R. Okamoto

Reminder-- On the Sequoia you asked me for ideas on how to improve our relations with photographers. I have a list of recommendations and would like twenty minutes with you at the earliest convenience.



UNITED STATES INFORMATION AGENCY
WASHINGTON

June 24, 1965

Dear Oke:

Enclosed are six 35-mm. transparencies of the Mall which your wife sent me. Dennis decided to assign the story, but if the photographer doesn't come through with what we want, we may decide to start research again. In that case, I may ask to borrow again the picture of the little boy with the sailboat. (Your son?)

Thanks a lot for letting me see these -- and I apologize for keeping them so long.

Sincerely,

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

(Miss) Ellen G. Kemper
Picture Editor
Africa Magazine

Mr. Yoichi R. Okamoto
5602 Roosevelt
Bethesda, Maryland

THE WHITE HOUSE

WASHINGTON

June 11, 1965

TO WHOM IT MAY CONCERN:

This is to state that I have permission from the Museums concerned to reproduce these photographs for purposes of publicity for the White House Festival of the Arts, regardless of the copyright provision on the back of the photographs.

A handwritten signature in black ink, appearing to read "E. F. Goldman", with a long horizontal flourish extending to the right.

Eric F. Goldman
Special Consultant
to the President

Army Signal Corps
Photo Lab
Washington, D. C.

July 2, 1965

Mr. Norman Kurshan
8 West 56th Street
New York 19, New York

Dear Norm:

Here is another order for ~~inner~~ negatives and prints. I'd like an 11 x 14 print on each of the nine transparencies enclosed. What are the chances of having them back within ten days?

Regards,

Oke

D-R-A-F-T

1. It is requested that the Official White House Photographer ride on Air Force One on all Presidential Trips.

(a) The procedure at present is for the photographer to ride on any available aircraft on Presidential trips. Based on previous experiences the photographer should ride on AF#1 in order that Presidential requests for pictures aboard the plane can be fulfilled.

2. It is also requested that a vehicle be provided the Official White House Photographer while at the LBJ Ranch in Texas.

(a) At present the Photographer has to get up earlier than necessary in the morning and wait from 20 minutes to as long as 4 hours for a car to take him to the Ranch. On some occasions the long wait caused him to miss a Presidential movement or arrive there too late to cover the job in full.

(b) At noon a WHCA car goes to a near-by cafe and gets food. If the Photographer is ~~not~~ ^{with} the President at that time, he can not order and when the President eats there usually is not a WHCA Car available to go and eat.

(c) He has to stay at the ranch until released by the Presidents Ass't. This is between 2100 hours and 0130 hours. At that time he has to call a car from town to come and get him and has to wait from 30 minutes to 1-1/2 hours. By that time he has been on duty about 16 hours. If he finds a cafe open at that time and uses the vehicle to go there, he has to return it to the person that came and got him and walk to his quarters from there.

TO: W. MARIVN MATSON

FROM: YOICHI R. OKAMOTO

SUBJECT: OFFICIAL WHITE HOUSE PHOTOGRAPHERS ON PRESIDENTIAL TRIPS

~~complete and professional~~
~~best~~ ^{necessary} photographic coverage of all Presidential trips
In order to provide the ~~best~~ some changes in present procedures seem to be required.

~~TIME~~ ^{now} It is the custom for White House Communications Agency photographers
Past experience shows that
to ride any available aircraft. It should be made standard procedure for the

Official White House photographer on any trip to be assigned a place on Air Force
One, so that Presidential requests for photographs aboard the plane can be met.

On trips to the ranch, ~~the~~ I ~~would~~ suggest that the White House Communications
Agency be ~~asked~~ ^{for his use while on duty} asked to provide the Official Photographer with a car. Presently,

White House Communications Agency photographers ~~are~~ must wait for
available transportation to take them ~~from their quarter~~ ^s to the ranch. ^{in the past} The delay
~~often~~ ^{sometimes} involved has ~~in the past~~ caused the photographer to arrive after
^{for a side trip} the President has left or to arrive too late to cover ~~the~~ a job in full.

Since the photographer ^{is} must stay with the President, he is not able to
eat on the schedule with other WHCA personnel and ~~is~~ subject to much hardship
and inconvenience in obtaining his meals and in getting back to his quarters
at the end of the day. A ~~car~~ vehicle issued for his use would eliminate all
of these problems and ~~would~~ ^{complete} enable him to ~~give more complete~~ do a more professional
job.

THE WHITE HOUSE
WASHINGTON

September 22, 1965

Okie:

This is for your information.
Hopkins office will handle
the packaging and delivery
-- so don't worry about that.


Horace Busby

September 22, 1965

MEMORANDUM FOR MR. HOPKINS

SUBJECT: Distribution of Photographs

The memorandum attached is going out today to the Departments and Agencies with reference to the color photographs of the President now available.

I concluded it was preferable to have them advise us of their needs for these photographs rather than sending them to them directly quotas which were determined here.

As the responses come in, I would like, if agreeable, to communicate the information to your office and -- for the sake of convenience -- let your office oversee the necessary wrapping and delivery. There is, apparently, an emphasis upon prompt delivery to dispose of these photographs which are in Mr. Okamoto's possession at this time.

Horace Busby

HB:rmb

THE WHITE HOUSE
WASHINGTON

September 22, 1965

MEMORANDUM FOR THE CABINET AND HEADS OF AGENCIES

For many months, since early in 1964, the White House has received -- but has been unable to fill -- requests for a photographic portrait in color of the President suitable for use in the offices of Presidential Appointees.

This is to advise that a limited supply is now available of an original color portrait, mounted but unframed. It would be appreciated if you would have your office take the responsibility for distributing these to the Presidential Appointees in your Department or Agency.

Please advise my office, as soon as possible, of the number required.

A handwritten signature in cursive script, reading "Horace Busby".

Horace Busby
Special Assistant to the President

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

Rel to Oke
hold g

September 21, 1965

MR. OKAMOTO:

RE: Your query regarding possible
distribution of 250 pictures

The attached list is the one that is used for distribution of memoranda to the Departments and Agencies. If there are only 250 pictures for distribution, the number set opposite each Department and Agency is, in most instances, indicative of the number of high-level Presidential appointees involved and, as marked, would account for a total of 247 pictures. If the distribution you have in mind is to be limited to 250 and, based on some such pattern as the attached, it may be that you will want to talk to the Cabinet Secretary regarding a possible distribution.

On the other hand, should the distribution be much broader and more extensive in nature, conceivably the best channel would be through the Administrator of General Services and his public buildings operation. That is the way a general distribution was accomplished early in the Administration and followed a pattern developed in previous Administrations.


William J. Hopkins

September 21, 1965

~~June~~

~~May 1965~~

**Lists of the Heads of the Departments, Establishments,
and Agencies of the Government**

Honorable Dean Rusk
Secretary of State
Washington, D.C.

16

Honorable Henry H. Fowler
Secretary of the Treasury
Washington, D.C.

7

Honorable Robert S. McNamara
Secretary of Defense
Washington, D.C.

25

Department of Defense:

Stanley R. Resor
Honorable ~~Stephen A. Miles~~
Secretary of the Army
Washington, D.C.

Honorable Paul H. Nitze
Secretary of the Navy
Washington, D.C.

Honorable Eugene M. Zuckert
Secretary of the Air Force
Washington, D.C.

Honorable Nicholas deB. Katzenbach
The Attorney General
Washington, D.C.

13

Honorable John A. Gronouski
The Postmaster General
Washington, D.C.

7

Honorable Stewart Lee Udall
Secretary of the Interior
Washington, D.C.

6

Honorable Orville L. Freeman
Secretary of Agriculture
Washington, D.C.

5

Honorable John T. Connor
Secretary of Commerce
Washington, D.C.

7

Honorable W. Willard Wirtz
Secretary of Labor
Washington, D.C.

6

John W. Gardner
Honorable ~~Anthony L. Colaninno~~
Secretary of Health, Education,
and Welfare
Washington, D.C.

5

Honorable David E. Bell
Administrator
Agency for International Development
Washington, D.C.

1

General Jacob L. Devers, USA, Ret.
Chairman
American Battle Monuments
Commission
Washington, D.C.

Honorable E. Roland Harriman
Chairman of the Board of Governors
American National Red Cross
Washington, D.C.

Honorable Glenn T. Seaborg
Chairman
Atomic Energy Commission
Washington, D.C.

5

Vice Admiral William F. Raborn, Jr.,
USN, Ret.
Director of Central Intelligence
Washington, D.C.

2

Honorable Charles S. Murphy
Chairman
Civil Aeronautics Board
Washington, D.C.

5

Honorable John W. Macy, Jr.
Chairman
Civil Service Commission
Washington, D.C.

3

Honorable John A. Hannah
Chairman
Commission on Civil Rights
Washington, D.C.

7

Honorable William Walton Chairman Commission of Fine Arts Washington, D.C.	/	Honorable John E. Horne Chairman Federal Home Loan Bank Board Washington, D.C.	3
Acting Honorable Joseph Campbell The Comptroller General of the United States Washington, D.C.		Honorable John Harllee Chairman Federal Maritime Commission Washington, D.C.	5
Honorable Walter N. Tobriner President of the Board District Commissioners Washington, D.C.		Honorable William E. Simkin Director Federal Mediation and Conciliation Service Washington, D.C.	1
Honorable Harold Francis Linder President of the Export-Import Bank of Washington Washington, D.C.	/	Honorable Joseph C. Swidler Chairman Federal Power Commission Washington, D.C.	5
Honorable Robert B. Tootell Governor of the Farm Credit Administration Washington, D.C.	/	Honorable William McC. Martin, Jr. Chairman Board of Governors of the Federal Reserve System Washington, D.C.	
General William F. McKee XXXXXXXXXXXXXXXXXXXX Honorable James E. Bailey Administrator Federal Aviation Agency Washington, D.C.	2	Honorable Paul Rand Dixon Chairman Federal Trade Commission Washington, D.C.	5
Honorable Edward Steidle Chairman Federal Coal Mine Safety Board of Review Washington, D.C.	3	Honorable Edward D. Re Chairman Foreign Claims Settlement Commission Washington, D.C.	3
Honorable E. William Henry Chairman Federal Communications Commission Washington, D.C.	7	Honorable Lawson B. Knott, Jr. Administrator of General Services Washington, D.C.	1
Honorable Kenneth A. Randall Chairman Federal Deposit Insurance Corporation Washington, D.C.	2	Honorable Robert C. Weaver Administrator Housing and Home Finance Agency Washington, D.C.	3

Honorable Arthur V. Watkins
Chief Commissioner
Indian Claims Commission
Room 3140
441 G Street, NW.
Washington, D. C.

Honorable Charles A. Webb
Chairman
Interstate Commerce Commission
Washington, D. C.

Chairman
United States Section
Joint Mexican-United States
Defense Commission
Washington, D. C.

Honorable Lawrence Quincy Mumford
The Librarian of Congress
Washington, D. C.

Honorable Frederick Seitz
President
National Academy of Sciences
Washington, D. C.

Honorable James E. Webb
Administrator
National Aeronautics and
Space Administration
Washington, D. C.

Mrs. James H. Rowe, Jr.
Chairman
National Capital Planning Commission
Washington, D. C.

Honorable Walter J. McCarter
Administrator
National Capital Transportation Agency
1634 Eye Street, NW.
Washington, D. C.

Honorable Frank W. McCulloch
Chairman
National Labor Relations Board
Washington, D. C.

Leverett H. Edwards
Honorable ~~Howard H. Calkins~~
Chairman
National Mediation Board
Washington, D. C.

Honorable Leland J. Haworth
Director
National Science Foundation
Washington, D. C.

Secretary
Panama Canal Company
312 Pennsylvania Building
Washington 4, D. C.

Secretary General
Pan American Union
Washington, D. C.

Honorable Robert Sargent Shriver, Jr.
Director of Peace Corps
Washington, D. C.

Honorable H. Freeman Matthews
Chairman
United States Section
Permanent Joint Board of Defense
United States and Canada
Room 5511, New State Building
Washington, D. C.

Honorable James L. Harrison
The Public Printer
Washington, D. C.

Honorable Howard W. Habermeyer
Chairman
Railroad Retirement Board
844 Rush Street
Chicago, Illinois

Honorable Lawrence E. Hartwig
Chairman
Renegotiation Board
Washington, D. C.

Honorable Manuel Frederick Cohen 5
Chairman
Securities and Exchange Commission
Washington, D. C.

Lt. General Lewis B. Hershey 1
Director of Selective Service
Washington, D. C.

Honorable ~~Eugene P. Foley~~ 1
Administrator
Small Business Administration
Washington, D. C.

Secretary
Smithsonian Institution
Washington, D. C.

Thomas J. Donegan
Honorable ~~Francis A. Cherry~~ 5
Chairman
Subversive Activities Control Board
Washington, D. C.

Honorable Norman O. Tietjens
Chief Judge
Tax Court of the United States
Washington, D. C.

Honorable Aubrey J. Wagner 3
Chairman
Board of Directors
Tennessee Valley Authority
Washington, D. C.

Leonard H. Marks
Honorable ~~Carl P. Rowan~~ 2
Director
United States Information Agency
Washington, D. C.

Governor
United States Soldiers' Home
Washington, D. C.

Honorable William C. Foster 6
Director
United States Arms Control and
Disarmament Agency
Washington, D. C.

Honorable ~~Benjamin D. Franklin~~ 6
Chairman
United States Tariff Commission
Washington, D. C.

Honorable W. J. Driver /
Administrator of Veterans Affairs
Washington, D. C.

more

EXECUTIVE OFFICE OF THE PRESIDENT

Honorable Charles L. Schultze
Director of the
Bureau of the Budget 2
Washington, D. C.

Personnel Officer
Bureau of the Budget
Washington, D. C.

Honorable H. Gardner Ackley
Chairman 3
Council of Economic Advisers
Washington, D. C.

Honorable Edward C. Welsh
Executive Secretary 1
National Aeronautics and
Space Council
Washington, D. C.

Honorable Bromley K. Smith
Executive Secretary 1
National Security Council
Washington, D. C.

Honorable Robert Sargent Shriver, Jr.
Director
Office of Economic Opportunity
~~1156 15th Street, NW.~~
Washington, D. C.

Honorable Buford Ellington 5
Director
Office of Emergency Planning
Washington, D. C.

Honorable Donald F. Hornig 1
Director
Office of Science and Technology
Room 207
Executive Office Building
Washington, D. C.

Mr. Carson M. Howell
White House Office
Washington, D. C.

Before dispatching, always check with Mr. Hopkins to ascertain
that the following are to be included in the list of addresses

Interagency Advisory Group
U. S. Civil Service Commission
Washington, D. C.

Administrator
National Gallery of Art
Washington, D. C.

President
International Bank for
Reconstruction and Development
Washington, D. C.

Chairman
Inter-American Defense Board
2600 - 16th Street, NW.
Washington, D. C.

2 Envelopes are to be typed and clipped together with a note:
These 2 are to receive memorandums on visits of foreign
dignitaries to the United States.

Mr. Thomas Appleby
Executive Director
D. C. Redevelopment Land Agency
919 - 18th Street, NW.
Washington, D. C.

Mr. F. E. Ropshaw
Secretary to the Board of
Commissioners, D. C.
Old District Building, Room 509
14th and Pennsylvania Avenue, NW.
Washington, D. C.

July 14, 1965

Mr. Harold M. Levie
320 North Michigan Avenue
Chicago, Illinois 60611

Dear Mr. Levie:

Regret to inform you that although we formerly used UFG for years and liked it, we have discontinued its use. Here at the White House because of poor light in many parts of the house we now use Acufine for the extra speed.

Sincerely yours,

Yoichi R. Okamoto
Staff Assistant

CREATIVE ADVERTISING *by*

HAROLD M. LEVIE AND ASSOCIATES
520 N. MICHIGAN AVE. • CHICAGO, ILLINOIS 60611

July 9, 1965

Mr. Oki Okamoto
Photo Department
White House
Washington, D.C.

Dear Mr. Okamoto:

When I was in Washington last week, I spoke with Bob Westmoreland regarding the press pool of the Gemini 4 space shot. I am doing some research for Jack White at Plymouth Products concerning UFG.

Bob told me that all of the negatives were processed with UFG and really raved about its performance. He then mentioned to me that you used this developer in your lab for all White House photos, and suggested I contact you to see if we could possibly use this information in either a press release or ad to the trade.

If it is possible, could you send us an "interesting" or "exciting" print that we might be able to use in this promotion? If you can be of any help to me I would greatly appreciate it.

Sincerely,

Harold M. Levie

HAROLD M. LEVIE

HML:mvw

Draft - Regret to inform you that although we formerly used UFG for years and liked it, we have discontinued it. The White House because of poor light in many part of house we now use Acapine for the extra speed.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

June 28, 1965

MEMORANDUM FOR YORCHI OKAMOTO

FROM: Mike Manatos ~~M.M.~~

Senator Karl Mundt is most anxious to have a print of the picture which was taken on the White House portico in which the President, the Prime Minister of Australia, Senator Fulbright and Senator Mundt were gathered. I have tried to find a reprint of this unsuccessfully and I hope you will find it possible to furnish one for Senator Mundt, who as you know is a good friend of the President.

OFFICE OF THE SECRETARY OF DEFENSE

25 June 65

MEMO FOR

Mr. Akamoto

Many thanks for the help. I couldn't use the color but the two Bow shots you made are outstanding.

Joan did a terrific job of selection from my verbal description.

J. M. Little

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

June 23, 1965

MEMORANDUM FOR

Mr. Okamoto

I shall not be able to give you a definite answer on your request to be moved from the early lunch group to the later lunch group in the White House Staff Mess until after Commander Josephson returns from leave early next week. Commander Josephson is making an examination of the customer load for the two different periods, and the answer will have to depend upon that examination.



C. V. CLIFTON

*In case of emergency, there
is now an excellent
mess on first floor,
E.O.B. with telephone &
table service, open
to W.H. personnel.
CVC*

THE WHITE HOUSE
WASHINGTON

June 22, 1965

TO: MAJ. GEN. C.V. CLIFTON

FROM: YOICHI R. OKAMOTO

Thank you for the memo informing me of my membership in the White House Staff Mess. However, because my job requires that I photograph each of President Johnson's appointments, it is not possible for me to eat lunch between the hours of 11:30 and 12:30. Would it be possible for me to eat at the later sitting?

Enclosed is my check for \$25.00, as requested.

THE WHITE HOUSE
WASHINGTON

June 22, 1965

TO: MR. BRUCE THOMAS

FROM: YOICHI R. OKAMOTO

On May 12, 1965, I sent you a memo requesting subscriptions to several technical and picture publications. Will you please inform me as to the status of this request? Thank you.

DEMOCRATIC NATIONAL COMMITTEE

1730 K STREET, N.W.
WASHINGTON, D. C. 20006

TELEPHONE
FEDERAL 3-8750

June 18, 1965

TO: Yoichi R. Okamoto

FROM: Clifton C. Carter *cc*

Harvey Georges of Associated Press
and WHNPA has Picture #190 entitled "Political
Bowl" (A scene at the Democratic National
Convention in New Jersey last year) on exhibit
at the show in the Library of Congress now.

I would appreciate it very much if you
could have 3 prints of this picture sent to me
here at the office.

THE WHITE HOUSE
WASHINGTON

June 15, 1965

TO: MR. MARVIN WATSON
FROM: YOICHI R. OKAMOTO

The two civilian photo laboratory men who will be working for me are now "on board." They will be working at the WHCA lab most of the time but will have to come to the White House frequently. Will you please arrange for them to have temporary White House passes until such time as their security clearances are completed and they can get permanent passes? Their names are: William Moravek and James Mullaly. Thank you.

June 15, 1965

TO: MR. GEORGE REDDY

FROM: YOICHI R. OKAMOTO

Now that I am responsible for White House photography, I would like to set up a system for distribution of prints to visitors, either on request from them or from members of the staff.

I would like to suggest the following as general guidelines:

1. Photographers will no longer accept requests, but will refer the person to the proper office as follows:

Requests from the Hill through Larry O'Brien's office.

Requests from cabinet members and department officials through Horace Busby.

Requests from other visitors to the President through Marvin Watson or Jack Valenti.

Requests from the press through your office.

Requests from Mrs. Johnson's visitors through Liz Carpenter or Bea Shell.

2. We would prefer that all requests be in writing from the original requester and that they be initialed in approval by one of the above offices.
3. As a rule we would not supply multiple prints to large groups, but we could give them copy negatives.
4. Unless the request is specifically for color we would give black and white prints.

The above are intended as broad guidelines and should be flexible.

I would like to have your ideas and suggestions on this matter, please.

THE WHITE HOUSE
WASHINGTON

June 4, 1965

TO: MR. MARVIN WATSON

FROM: YOICHI R. OKAMOTO

With my new responsibility of handling all the photography for the White House, it will be important that I have a central office through which all requests can be channeled.

I know that because of the tightness of space in the West Wing that the situation is constantly under review. If it would be possible to consolidate the two spaces we now have (Capt. Stoughton's old office and my present office in the basement), it would be very helpful.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

June 3

To: Mr. Okamoto

From: Ervin Duggan

Mr. Cater is interested in seeing the photographs taken during Mr. Robert McKay's interview with the President May 21.

Mr. McKay's interview will be the basis of an article in LOOK Magazine; Mr. Cater is hoping that some photos showing the President's reactions during the conversation can be used with the article.

Can you send some pictures?

Look contacts over 6/4/65

THE WHITE HOUSE
WASHINGTON

May 24, 1965

TO: Mr. Carson M. Howell

FROM: Yoichi R. Okamoto

I require an oversize file cabinet for the Presidential size (11x14) prints of the photographs I am taking for the President. I have one such cabinet now, a Shaw-Walker three-drawer type which I believe is called an "X-Ray cabinet" since it is the kind used by doctors and hospitals to store developed x-ray films. The drawers measure 16x20 inches. This cabinet is almost filled to capacity and I would greatly appreciate your letting me know if and when I might obtain another. Thank you.

Office Memorandum • UNITED STATES GOVERNMENT

TO : Joan Berwitt - White House

DATE: 5/18/65

FROM : Shirley Kahn - USIA - Code 182, ext 3715
SK

SUBJECT:

As requested, may we have approval, plus sheet and frame number,
for use of attached photo in an upcoming pamphlet on the Johnson program.

Oke told her "No"

May 19, 1965



May Furniture Fiesta

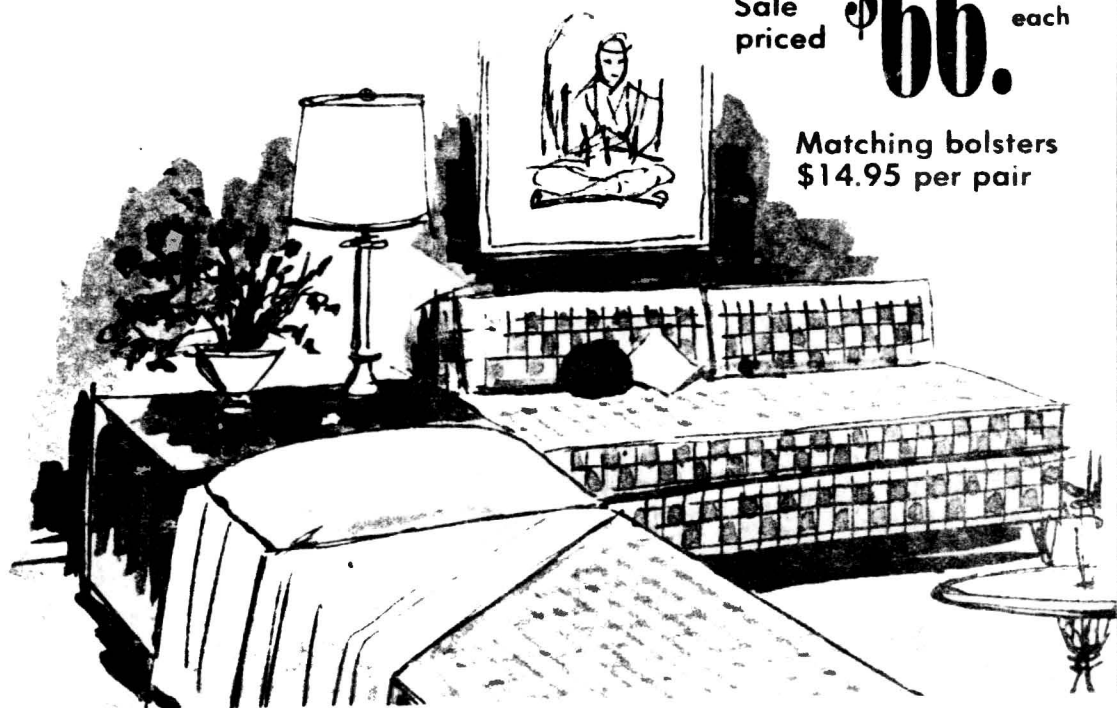
30" SPACESAVER DIVAN

Featuring B. F. GOODRICH 100% latex foam rubber mattress & boxspring on 6 legs

Sale
priced

\$66. each

Matching bolsters
\$14.95 per pair



Sunday

The Washington Star

MAY 9, 1965



The man in the cocked cap taking notes

page 2

May 14, 1965

Mr. Norman Kurshan
8 West 56th Street
New York 19, New York

Dear Norm:

Here's your first order. I need a good inner negative and an 8 x 10 print on each. However, on the two transparencies specially wrapped I would like you to choose the best one from a color standpoint. Only print one of these two.

Is it possible to get some of the green out of the cabinet session interiors?

I understand you have arranged with Sgt. Pennell a method of billing and being paid for these. Please don't get me involved unless absolutely necessary as I would like my orders to go through automatically.

Sincerely,

Oke

THE WHITE HOUSE
WASHINGTON

May 13, 1965

TO: MR. ART PETTIPAS

FROM: YOICHI R. OKAMOTO

May we please have three (3) rubber stamps
bearing the following legend:

THIS PHOTO MAY NOT BE REPRODUCED
WITHOUT PRIOR PERMISSION FROM
THE OFFICE OF THE WHITE HOUSE
PRESS SECRETARY

We would be happy to have a stamp similar
in size and type face to that of the
attached sample.

Do we obtain the stamp pads and ink from
your office or from Tom Beury?

THE WHITE HOUSE
WASHINGTON

May 12, 1965

TO: Mr. Bruce Thomas

FROM: Yoichi R. Okamoto

Following is the list of technical
and picture publications which I would like
to receive:

Life

Look

Popular Photography -Monthly

Modern Photography -Monthly

Infinity - Monthly

New York Times -- weekdays only

Please let us know if we can
have them.

THE WHITE HOUSE
WASHINGTON

Marvin:

I think we should give them
something.

GER

United Press International

GENERAL OFFICES
NEWS BUILDING, 220 EAST 42ND STREET
NEW YORK 17, N. Y.

Written From
WASHINGTON NEWSPICTURES BUREAU
1013 - 13TH STREET, N. W.
WASHINGTON 5, D. C.
TELE. 347-1124

May 10, 1965

Mr. George Reedy,
Press Secretary,
The White House,
Washington, D.C.

Dear George:

We would like to put out a picture story on Life on the Ranch with President Johnson and I know that there must be many good, informal pictures of the President, working and relaxing on the farm, available in the White House files.

I would very much like to be able to get a good selection of such photographs for distribution to our many clients in the United States and abroad, and I'd appreciate it very much, George, if you could arrange for me to see any such material.

With kindest regards,

Sincerely,

George

George Gaylin

*Pix delivered to George Reedy
on May 14.*

RECEIVED

MAY 12 1965

**MARVIN WATSON'S
OFFICE**

April 30, 1965

Miss Rose Conway
The Truman Library
Independence, Missouri

Dear Miss Conway,

This is the photograph which we would like inscribed by President Truman. The original print carries the following inscription which we would be happy to have duplicated under the enclosed:

Kindest regards to President Lyndon B. Johnson
and hope and expectation that he will have
a most successful administration.
From his long time friend and admirer
Harry S. Truman

Please be sure that the signature does not go below the lightly penciled line on the mounting board. We do not need a date.

We are enclosing two copies in case of accident. Please return between the same protective boards as soon as convenient.

The photograph is to be placed with those of four other former Presidents in a special frame to be hung in President Johnson's private lounge. Thank you for all your trouble.

Sincerely yours,

Yoichi R. Okamoto
Staff Assistant

THE WHITE HOUSE
WASHINGTON

April 26, 1965

MEMORANDUM

FOR: MALCOLM KILDUFF

Dear Mac:

In answer to your memo of April 22,
I recommend that the President participate
since Congress has passed a resolution
and people like Senator Douglas might
be offended if he didn't.

I also recommend that if the President
conducts a ceremony here that the heads
of all sponsoring associations of the
annual convention be invited to attend
so that it does not become the fiasco
of one public relations firm.

Yoichi Okamoto

Attachment

THE WHITE HOUSE
WASHINGTON

April 22, 1965

MEMORANDUM

FOR: YOICHI OKAMOTO

Dear Okie:

What do you think of this? You know
this group better than I do.



Mac Kilduff

Attachment



OFFICE OF THE SECRETARY OF DEFENSE
WASHINGTON, D.C. 20301

April 22, 1965

For Okamoto

MEMORANDUM FOR

Mr. Jack Valenti
Special Assistant to the President
The White House

On the Okamoto case, Defense Communications Agency has started buying the equipment. The three spaces requested by Okamoto have been arranged with the Army, and Colonel Knowlton of my office informed Okamoto of this yesterday. Okamoto tells us that he will continue to work on selecting the people he wants and will notify us once he has made his decision; so that the paper work can be completed. All we need are the names from Okamoto and we will move out. Okamoto was also told that DCA had started to buy the equipment and to call me if he had any further problems.

Joe
Joseph A. Califano, Jr.
The Special Assistant to the
Secretary and Deputy
Secretary of Defense

Col. Knowlton

list

men

film

*spec - enlisted men assigned to the care of
all supplies*

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

Monday, June 7

Oke -

Would it be possible to get a few pictures of the family at home? Possibly at dinner, seated in the living room, or anything else in the way of family life?

I think this would add warmth to the chapter on the President's personal life.

Also, could you get something to illustrate the President's night reading? And perhaps the pre-dawn telephone call?

Needless to say, the deadline is rapidly approaching. I'd need this material late this week, or - at the latest - by next Monday or Tuesday.

Bryer

THE WHITE HOUSE
WASHINGTON

4/19/65

TO: ~~Mr. Okamoto~~

FROM: Jack Valenti

Do such prints exists -- and if
so can we get a few for Mr. McLain.

*Sorry no picture of
Webb with President
in this take*
Q

THE WHITE HOUSE
WASHINGTON

4/27/65

TO: Mr. Valenti

FROM: Oke

Is this Webb (red arrow on
attached contact sheet)?

yes / Del Webb

THE WHITE HOUSE
WASHINGTON

January 3, 1965

TO: MRS. PAULA ROBERTS

FROM: YOICHI R. OKAMOTO

Due to the current work load on our
laboratory we will not be able to fill your
request.

Ch. request for Joe. Chundin. Associate, solicitation
 of Nikon cameras have been testing equipment for me. It is to
 National Camera Repairs be ordered there who guarantees servicing.
 is on both schedule.

"All Makes Serviced"

1749A PENNSYLVANIA AVE., N. W.
 WASHINGTON 6, D. C.
 DISTRICT 7-6945

fitted to Nikon F
~~for~~ w/Romopak - \$329.00 *best*

✓ 1- MOTOR DRIVE 36 EXP - \$250.00

✓ 4- NIKON F BLACK BODIES - CA 1505 \$255.00

✓ 1- Nikon SP - Black CA 1001 \$169.00

✓ 1- 28mm 3.5 LENS - For Nikon F - LN 237 \$199.50

✓ 1- 85mm 1.8 LENS - LN 260. \$184.50

✓ 1- ~~30mm 1.4 LENS~~ - LN 265 \$159.50

✓ 2- 105mm 2.5 LENS - LN 240 \$210.00

✓ 2- 35mm 2.8 LENS - LN 175 \$279.50

1- 200mm 4 LENS - LN 278

1- 300mm 4.5 LENS - LN 278

1- UNIPOD - Suisse - w/Leitz Universal Head } 2945
 (large)

1- TRIPOD - ~~Fittall~~ Quick-set \$44.00

1- Lens 500mm - Russian - for Nikon F \$275.00

ACCESSORIES - 100.00

FILTERS -
 LENS SHADES
 BODY CAPS -
 LENS CAPS -
 BATTERIES -

1- 35mm lens F1.8 for Model SP LN 128 - \$169.50

Haliburton case - large No 105 X - \$84.00

Meter Lunazix - \$64.50

✓ 180mm Sonnar F2.8 adapter for Nikon F - \$199.50

Lithu \$55.00

Carrying case

Mighty Lite - \$99.50

11/23/64

This presentation is based on the premise that I shall be concerned exclusively with the historic documentation of the Presidency, by photographing the activities of the President. For that, I shall need certain support, outlined below.

The two important factors, to be considered, are quality and immediacy. This means that we must have a photo laboratory close to the White House, to avoid the inordinate delays of messenger service, and that it must be competently staffed to provide fine prints.

There is definite need for speed in processing and distributing the 11" by 14" prints which are presented by the President and others in the White House, and in producing 4" by 5" copy negatives to respond to rush press requests. It is axiomatic that prints coming from the White House should be of the finest quality possible.

In addition, original negatives must be filed efficiently and 8" by 10" prints and copy negatives made for the Presidential archives.

I propose that a laboratory with the equipment necessary for quality output with the required speed be established in the Executive Office building, at an estimated cost of approximately \$60,000. This equipment would have a minimum life of 10 years.

Overall space required for the various units would be a minimum of 50 feet by 20 feet.

The major cost would be \$30,000 for automatic equipment and accessories for developing black and white negatives. Lack of automatic equipment, which would not diminish quality but would reduce speed, would lessen this figure by \$23,000.

Print rooms, with four enlargers and a Photo-Rite machine for high speed work, would cost \$11,000. A finishing room, with two dryers and a print straightener, is estimated at \$8,000. A stockroom for chemicals and supplies and office equipment such as files are figured at \$10,000.

Cameras, lenses, lights and accessories would cost approximately \$5,000.

A laboratory which also could process color would double both cost and space.

It is strongly recommended, to maintain the desired quality, that the laboratory be manned by contract technicians.

If automatic equipment is installed, there should be a staff of five, with an annual total wage of \$37,000. Without automatic equipment, one more technician would be needed.

The staff would consist of a combination secretary and file clerk, one technician to develop, number and make contact prints and copy negatives, and three printers. One of the technicians would be the lab chief.

We have in Washington one of the foremost darkroom authorities in the country, Frank Scherschel, chief of the USIA photo lab. He was formerly lab chief for Life magazine. I would greatly appreciate his help in supervising the design, installation, hiring and initial procedures of the darkroom.

With priority authorization, this laboratory, hopefully, could be operating three weeks after approval.

LYNDON BAINES JOHNSON LIBRARY AND MUSEUM

2313 RED RIVER
AUSTIN TX 78705

Phone: (512) 721-0199
FAX: (512)-721-0171

ARCHIVES TRANSFER

Transferred from: Lara Hall
Archives
LBJ Library and Museum

The object(s) described below is released from the archive collection of the Lyndon Baines Johnson Library and Museum to the museum.

Description of object(s):
Aides Files, Okamoto "Misc. Memos 1965" Box 1
Memo, "Okamoto's plan/wishes" 11/23/64

Purpose:
"Okamoto" Temporary Exhibit, LBJ Library

2 pgs

Released from Archives by:

Date

Received by the Museum:

Date

Returned to Archives:

Date