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THE WHITE HOUSE

WASHINGTON

June 1, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photograph of the Reagans

The photograph converted to a postcard by Coral-Lee was taken by Michael Evans and released into the public domain on November 18, 1981 by the First Lady's Press Secretary (announcement attached). The photograph, along with two others, was released to show the results of Mrs. Reagan's redecoration of the residence.

When a photograph is in the public domain, the White House Photography Office routinely makes it available to anyone requesting it. Coral-Lee is an individual in California who requests White House photographs with some regularity, and produces a limited number of postcards from the photographs. According to White House Photography Office Director Billie Shaddix, Coral-Lee then distributes the postcards for charitable purposes, to hospitals, prisons, and the like. Michael Evans received no compensation from Coral-Lee.

There are of course limits on the permissible uses of a photograph of this sort, even if it is in the public domain. The photograph cannot be used to suggest Presidential or First Lady endorsement of a commercial product or enterprise. Here the photograph is not being used to suggest endorsement of a product; in essence the photograph itself is the product. Nor do I think we could fairly argue that there is the suggestion of endorsement of the postcard enterprise. Evans and the White House are given credit for the photograph on the back of the postcard, but they should be. It is also made clear that a private firm -- not the White House -- produced and published the postcard.

Producing and selling a postcard such as this is no different from gathering and publishing Presidential remarks released by the Press Office. Both items are in the public domain, and, with the caveats noted above, the public can do with them what it will. The Photo Office could adopt a policy of releasing photographs only to news organizations or for individual use. The fact that we cannot protect the photograph because it is in the public domain does not mean we have to provide copies of it to anyone filing a request.

All that a postcard producer would have to do, however, is obtain a photograph for individual use -- or have someone else do so -- and then use it to create postcards. My own reaction is that restricting distribution of the photographs would create more problems than it would solve, not the least because of the difficulty of devising and administering appropriate criteria governing permitted distribution.

Let me know if you need anything further.

Attachment

THE WHITE HOUSE

Office of the First Lady's Press Secretary

For Immediate Release

November 18, 1981

PHOTO IDENTIFICATION

C5177-05

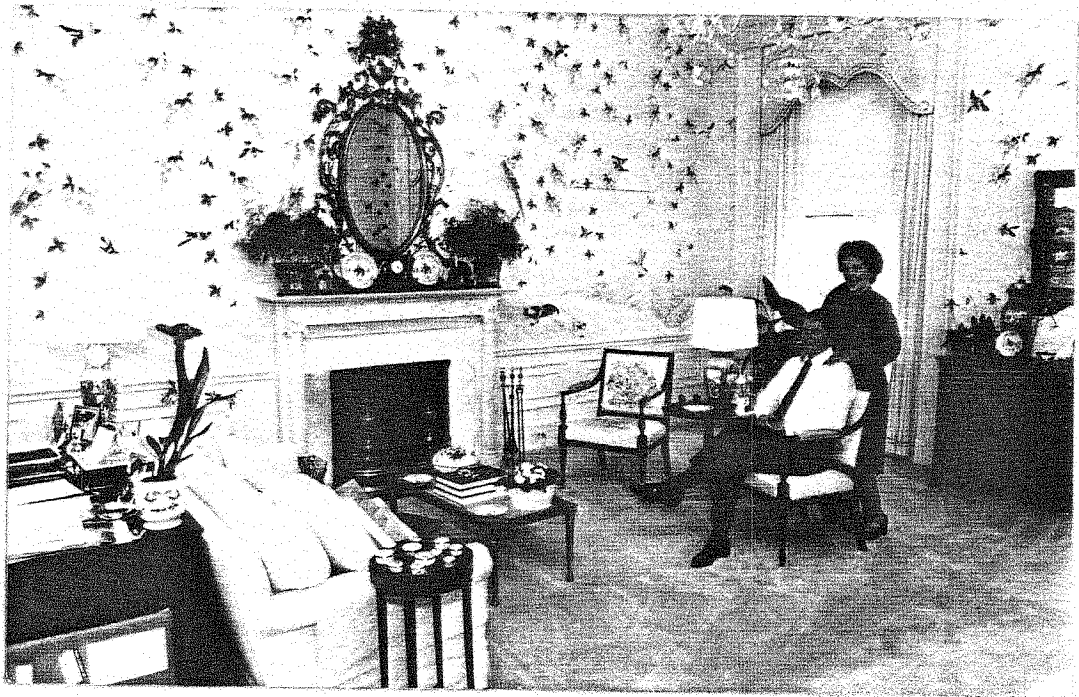
The President eats lunch in the Residence Living Room.

C5178-10

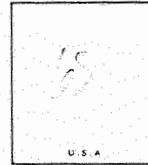
The Reagans spend a relaxed moment together in the sitting area of their bedroom.

C5178-22

The President confers with Michael Deaver, Assistant to the President, in the President's Study in the Residence.



The Reagans spend a relaxed moment together in the sitting area of their comfortable bedroom. Here we see hand-painted Chinese wallpaper depicting flying birds. Nancy has a decided flare for decorating which always reflects a warm and elegant feeling. November 18, 1981



Published by Coral-Lee
P.O. Box 314, Rancho Cordova, CA 95670

CL-RR #96
SC17873-Colorphoto: Michael Evans
1981 White House



Mike Roberts Color Productions
Oakland, CA 94623



11:57 - 12:00

Errors cleared w/ Deane.
noted only in Prog diary -
submitted by

Coralie Sparre

file:
Coral-Lee

Conch-lee.

P.O. 314

Rancho Cordova
California

Fulham Train

grade school

postcard collecting

Wander, manual



80 -

Feb 16, 1993

- Scheduling
- Central Files

C.N.

137603
4800
GI002

April 18, 1983

COPY

Dear Friends:

Thank you all for the handsome Soroptimist International paperweight which Coralie
x Sparre presented at the White House. It is
always a pleasure for me to be remembered
by my California friends.

With deep appreciation for your thoughtfulness, and my best wishes,

Sincerely,

HELEN H. SPARRE A

Members of Soroptimist International
of Rancho Cordova
c/o Miss Coralie Sparre
Post Office Box 23
Rancho Cordova, California 95670

RR:CMF:MP:RCH:rks

Capt

000419

THE WHITE HOUSE
WASHINGTON

Feb. 83

To Whom it May Concern:

The enclosed gift to
President Reagan was presented
to Michael Evans by Coralie
Dixon Sparte on behalf of
the Soroptimist International
of Rancho Cordova. Could you
please send them your usual
reply.

Soroptimist International
of Rancho Cordova
P.O. Box 23
Rancho Cordova, CA. 95670

Thank you,
Laurie
Bell

West Wing - Gen. F.R.
ext. 2594

April 14, 1983

Dear Friends:

Thank you all for the handsome Soroptimist International paperweight which Coralie Sparre presented at the White House. It is always a ~~real~~ pleasure for me to be remembered by my California friends.

With deep appreciation for your thoughtfulness, and my best wishes,

Sincerely,

RR

Members of Soroptimist International
of Rancho Cordova
c/o Miss Coralie Sparre
Post Office Box 23
Rancho Cordova, California 95670

RR:CMF:MP:AVH

THE WHITE HOUSE
WASHINGTON

March 16, 1981

COPY

Ms. Coralie Dixon Sparre
"Coral-Lee"
Post Office Box 314
Rancho Cordova, California 95670

Dear Coralie,

Thanks for your letter of March 3 and
also for enclosing the clipping from the
Chicago Tribune.

Unfortunately, I don't have available
the three pictures you requested, however,
I am enclosing a picture of the Reagan family.

Thanks again for taking the time to write.

Sincerely,



Michael Evans
Personal Photographer
to the President

CORAL-LEE
P.O. BOX 314
RANCHO CORDOVA, CA. 95670
(916) 835-6389

November 13, 1981

Dear Michael,

I'm writing this letter to your home simply because I REALLY want you to get it and have a chance to hear what has happened to me since I last talked to you. I realize that at the White House you are constantly on the run and perhaps sometimes my letters just don't get to you...and this is FRIDAY THE 13th!!!!

I'm enclosing some of the ROYAL WEDDING series. Bob and I went to Europe for 6 weeks, (thanks to free tickets from Jeriann) We visited friends in Paris, Florence, Rome, London and Kendal, England. I took some of the Royal Wedding cards with me and they were ~~the~~ LOVED by everyone who saw them. There were NONE that could in any way compare to them. I met a man who is a friend of Prince Charles and he just "begged" for some to show to Charles and Di (as he called them) He said that he had no doubts that I would be invited to Buckingham Palace!!! I'll not hold my breath until this happens but it was interesting. I do suppose that I MAY hear from them but I don't have high hopes of a personal invitation!!!!

Next, I have again organized the postcard clubs in the local schools and since the meetings started during the baseball World Series season, all of the children wanted me to make postcards of baseball teams and players. So....I wrote to Edward W. Stack, Pres. of the National Baseball Hall of Fame. I sent him the postcard ~~that~~ taken by YOU...the one which shows President Reagan being presented with the picture of Grover Cleveland Alexander...as Willie Mays looks on. Well, Mr. Stack just loved the postcard. He wrote me a lovely personal letter telling me that he would do all he could to help me get slides of the players. In addition, he asked to purchase 200 of the postcard, plus he wanted me to send him other cards so he would have them when he talked to prospects. Of course I sent him many cards and I sent him the 200 cards with my compliments.

The day after the letter from Mr Stack arrived, I took it with me to a postcard meeting of 5th & 6th graders. I read the letter to them and one little fellow said, "When you write to Mr. Stack ^{tell him} that we will send him pictures of our Little League teams." I do hope that I can somehow get some postcards made of the players as there are none on the market for the children.

My postcard "fame" is spreading as I have had calls from the local libraries asking me to organize some clubs on Saturdays at the libraries. I often wonder just how far I can stretch!!!

As you know, the last series and singles were put out that dated up until May 1st. Now the next postcards will be END OF THE FIRST YEAR IN OFFICE. I get all of the magazines such as Time etc. plus the daily Washington Post. MY HEAD IN IN A WHIRL!!!! So much has happened since the last of April that I couldn't possibly cover it is a 12 card series. This period will probably be a 24 card series PLUS many singles. I MUST cover it all because of the historical value. Now, I'm wondering IF you can begin to send me some of the photos that have been released so that I can begin writing as it will be a huge job to get all the facts together. I will be getting some from Contact and Sygma but they send duplicates and so often the color is so fuzzy! IF I have the original print I can have the cards made from them and they are so much better. Do you have anything that you can send me?

ALWAYS feel free to call me collect. I haven't heard from you since I sent you the last group of cards. I've often wondered what you thought of them. Also, it would be nice to know what you think of my ROYAL WEDDING cards.

I'm enclosing an article that recently appeared in GRIT..... Sept. 13th. There is a GROSS error in the article! Now I can understand how reporters and writers can get things "mixed-up". I told the writer that the original jelly bean picture was sent to the White House and it was shown to the President. Where he got the idea that he carried it to a meeting, I'll never know!!! Anyway, as far as the rest of the article is concerned, I was pleased with it.

Do you think that there could EVER be the possibility that I could have my picture taken with the President. I do so want to have one taken with him...more so since I knew him in Dixon, Ill. Then too, I worry constantly that something will happen to him. What can I do to ever be invited? Do you suppose that I should send him what I've done thus far in documenting his administration?

NOW...I've completely worn you out with questions, so I'll just close and say I appreciate all that you have ever done to help me!! You have brought so much joy to my life!!!!

Most sincerely,

Coralie

Coralie D. Sparre

CORALIE D. SPARRE
P.O. BOX 314
RANCHO CORDOVA, CA. 95670
(916) 635-6369

Pardon typing errors - typewriter isn't too smart!!

March 3, 1981

Dear Michael,

I tried calling you at home but due to your BUSY schedule I was unable to reach you. Being on duty 24 hours a day must be most tiring!

REALLY MICHAEL I NEED YOUR HELP. Something happened that I have worried about ever since I have been getting slides from Contact. I had a slide from them of the Reagan family. As I always do, I take the slides...hand carry them to Kodak to have them made into prints so that I can see the sharpness and know where to crop. then. I got the slide back but somehow my husband...in "helping" me must have thrown it out. I'm enclosing the print I had made so you will know what I'm talking about. Would it be possible for me to get one of your 8 X 10 colored prints so that I can have another slide made? I do worry about what Robert Pledge will say but I am glad it is him rather than some of the other agencies. I'm enclosing an envelope so you can return the print that I'm enclosing.

Many of the children that are in my postcard clubs have been collecting the homes of the presidents...as well as the collectors... have asked me for some. Here is what I can't find:

PACIFIC PALISADES HOME...OUTSIDE. *no*
REAGAN RANCH...OUTSIDE... *no*
CAMP DAVIS LIVING QUARTERS...OUTSIDE. *no*

Would it be possible for me to get anything on these?

As I did with the Carter administration, I printed a facsimile of and Inauguration invitation. I need one for the Reagan administration. Is there one there that I might get? I'm enclosing the Carter card. I'd like one with the seal at the top.

You will find a postcard that is enclosed showing Pres. & Mrs. Carter and Pres. Reagan with Mrs Bush. I've been asked who the lady is in the middle. Do you know. If so, you may just write the name on the back.

I'm enclosing an article that appeared in a Chicago paper about the Reagan home in Dixon, Ill. I visited the house last week and it is a MESS. It was open to the public and they said that from 60 to 100 people visit the house every weekend. They have a couple of card table set up and are selling just a few items such as T-shirts and buttons. They have tried to collect money so as to restore it but it seems that the people in charge aren't liked by the community. I've been wondering what I could do in order to help but I'm so far away that I don't think I could do much...but it just makes me sick to see the house in such a mess.

Michael, the main thing is the help to get the picture of the Reagan family. As I remember, you took the picture.

Thanks so much for your time.

Sincerely,

Coralie

CORALIE DIXON SPARRE
"CORAL-LEE"
P.O. BOX 314
RANCHO CORDOVA, CA. 95670

(over)

I forgot to mention this. When at Contact I found a slide of you coming down some stair...there were flags on both sides and had your camera hanging from your neck. Your head was a bit lowered. Would you have any objection if I had a postcard made of it?

C yes

Chicago Tribune
Feb 25-1981

No new beginning for Reagans' home

A MONEY SHORTAGE is stalling efforts to restore the decaying clapboard house that was President Reagan's boyhood home in Dixon, Ill.

Not so much as a sign has been put up to identify the house and its famous former occupant.

"We are in limbo as to what to do next, mainly because of money," said Dean Harrison, a Dixon car dealer who is a member of the local committee trying to restore the house to vintage condition.

Still, people are coming to Lee County Dixon to drive by the house or walk through its empty rooms.

Harrison can't understand why.

"I don't like to be negative or cynical, but it (the house) leaves me very cold," said Harrison. "I wouldn't drive a hundred miles out from the city (Chicago) to see it."

VIRTUALLY NOTHING has been done to the 75-year-old house, located at 816 S. Hennepin Av. in Dixon, since Reagan's election. Real estate people might call the house a "handyman's special."

It needs a lot of work.

"We would like to get the house presentable by spring, when we expect more tourists to be visiting here," said Harrison. "The least we could do is clean it up, put on a little paint, and put in a couple of couches from the 1920s."

Harrison and a number of other Dixonites purchased the home last summer for \$31,500 when it appeared Reagan might become president and the house would have historical significance.

Reagan lived in the house from 1920-24, longer than his family had lived anywhere else while he was growing up. Reagan's father, Jack, was given to hard drinking and never had money to invest in his own home.

THE DIXON restoration committee contacted Will Hasbrouck, a Chicago architect who specializes in architectural restoration. Harrison said Hasbrouck asked \$5,000 to do the job.

"Frankly, we don't have that money at this time," he said.

Harrison explained that part of the problem in raising money for the restoration is that "we have already milked the community for what its worth."

Dixonites contributed \$25,000 to send the Dixon High School band to the inauguration, and another \$13,000 for a press kit to promote "Reagan's Hometown" as a good place to live and work.

"I think we had better wait before we go on another fund drive," Harrison added.

There still is \$23,000 to \$24,000 due on the mortgage.

THE COMMITTEE has attempted to interest the National Park Service in the house. But officials said the service doesn't get involved in a president's home or birthplace until he leaves office.

Persons may visit the home on Saturdays and Sundays between 10 a.m. and 5 p.m. The house was open on Friday, Feb. 6, Reagan's 70th birthday.

Sixty-two persons signed the guest register that day.

"I don't know where they all came from," said Harrison. "Hell, 62 people, just coming here to see a house."

If Dixon is short on the funds, the state is not. Scores of brown and white highway signs are being prepared to direct motorists to Reagan's hometown.

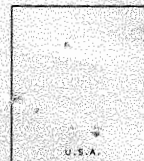
But once they get there, they're on their own.

"You'll have to ask someone how to get to 816 S. Hennepin," said Harrison.

PRESERVATION COPY




President Jimmy Carter and Governor Ronald Reagan greet each other following the 1980 Presidential debate in Cleveland, Ohio.



Published by Coral-Lee
P.O. Box 314, Rancho Cordova, CA 95670

CL-LTD. SER. # 100/71
SC17438-Colorphoto: © Chuck Fishman/
1980 Contact

 Mike Roberts Color Productions
Emeryville, CA 94608



*The honor of your presence
is requested at the ceremonies
attending the Inauguration of the
President and Vice President
of the United States
January twentieth
Nineteen hundred seventy-seven*

*Howard W. Cannon, Chairman,
Robert C. Byrd, Mark O. Hatfield,
Thomas P. O'Neill Jr., Jim Wright,
John J. Rhodes,
Committee on Arrangements.*

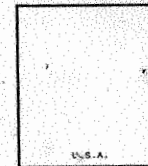
*Please present the enclosed
card of admission.*

11:30 A.M.

The above is an actual facsimile, reduced in size, with red, white and blue border added, of the official invitations sent out for the inauguration of President Jimmy Carter and Vice-President Walter Mondale.

Facsimile of formal invitation to attend the
inauguration of President Jimmy Carter and
Vice-President Walter Mondale in Washington,
D.C. on January 20, 1977.

Published by Coral-Lee
P.O. Box 314, Rancho Cordova, CA 95670



CL#6
C31644



MIKE ROBERTS
BERKELEY 94710

February 19, 1981

Dear Mrs. Sparre:

I am writing to thank you for your thoughtful greeting to President Reagan.

You can be assured of the President's sincere appreciation for your prayers and support.

With every best wish,

Sincerely,

Anne Higgins
Director of Correspondence

Mrs. Coralie D. Sparre
Post Office Box 314
Rancho Cordova, California 95670

AVH/PG/lme

OK
DL
PLEASE, WILL YOU PLEASE PASS ON THE CONTENTS
TO PRESIDENT-ELECT REAGAN.

THANK YOU,

Coralie Rifon Sparre

JAN 10 1981

personal

December 30, 1980

Governor Ronald Reagan
Pacific Palisades, Ca. 90272

Dear Governor Reagan,

I am absolutely elated that you won the election. In my small way, perhaps I did help. I sent out 12,500 postcards like the enclosed asking people to vote for you.

My reason for writing is because I am so truly excited about the prospects of publishing a complete series of postcards that will fully cover the hi-lites of your administration. I'M THE FIRST ONE IN THE WORLD TO DO SUCH POSTCARD PUBLISHING. Noone ever before has documented a president's administration.

You and your administration is so meaningful to me because I WAS BORN IN DIXON, ILLINOIS, my maiden name was DIXON and our fathers were great friends as they were both in the shoe business in DIXON. I knew you when you were a life guard at Lowell Park.

I'm enclosing a sheet that I have sent to all of the postcard collectors which announces the new postcards of you. I thought you might enjoy seeing it.

GOOD LUCK AND GOD BLESS YOU AND NANCY!!!

Most sincerely,

Coralie D. Sparre

Coralie Dixon Sparre

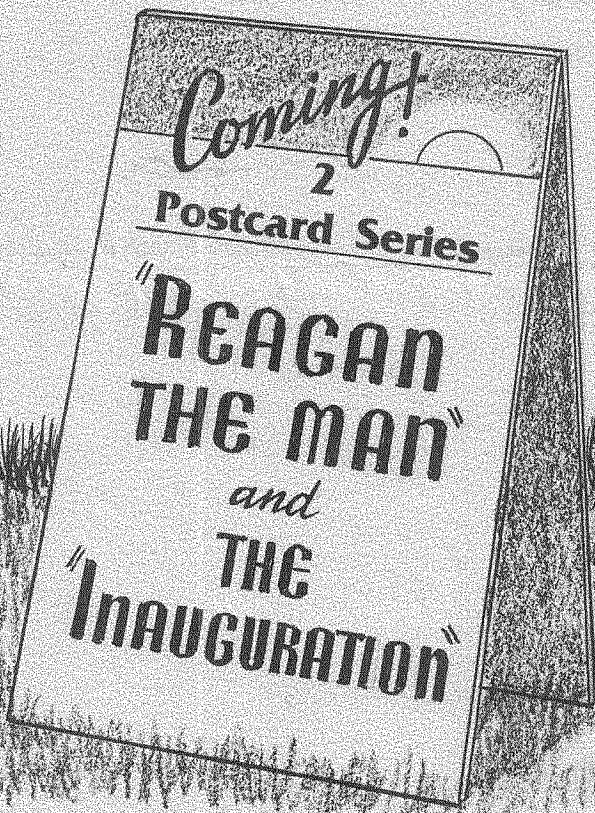
"CORAL-LEE"

Coralie D. Sparre
P.O.Box 314
Rancho Cordova, Ca. 95670



GREETINGS

*from a "shirttail relative"
... I'm from Dixon, too!*



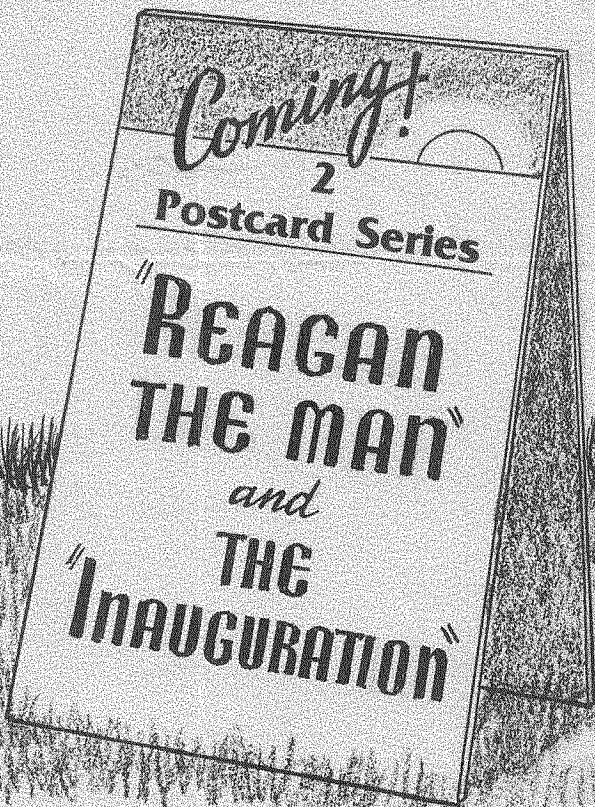
Coral-Lee

JAN 12 1981



GREETINGS

from a "shirttail relative"
... I'm from Dixon, too!



Coral-Lee



GREETINGS

from a "shirttail relative"
... I'm from Dixon, too!

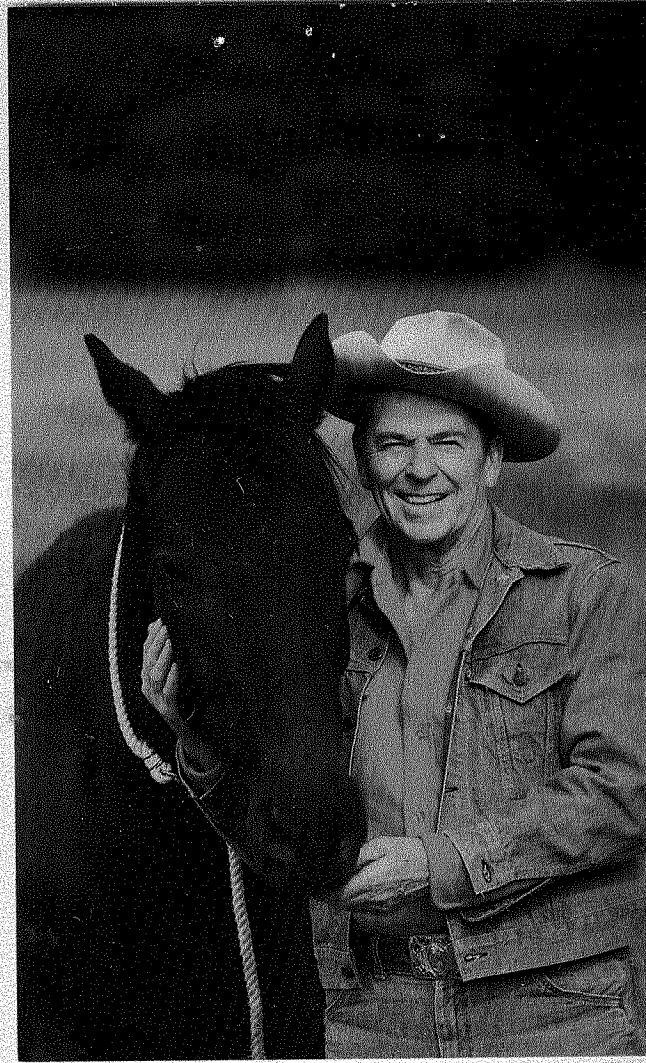
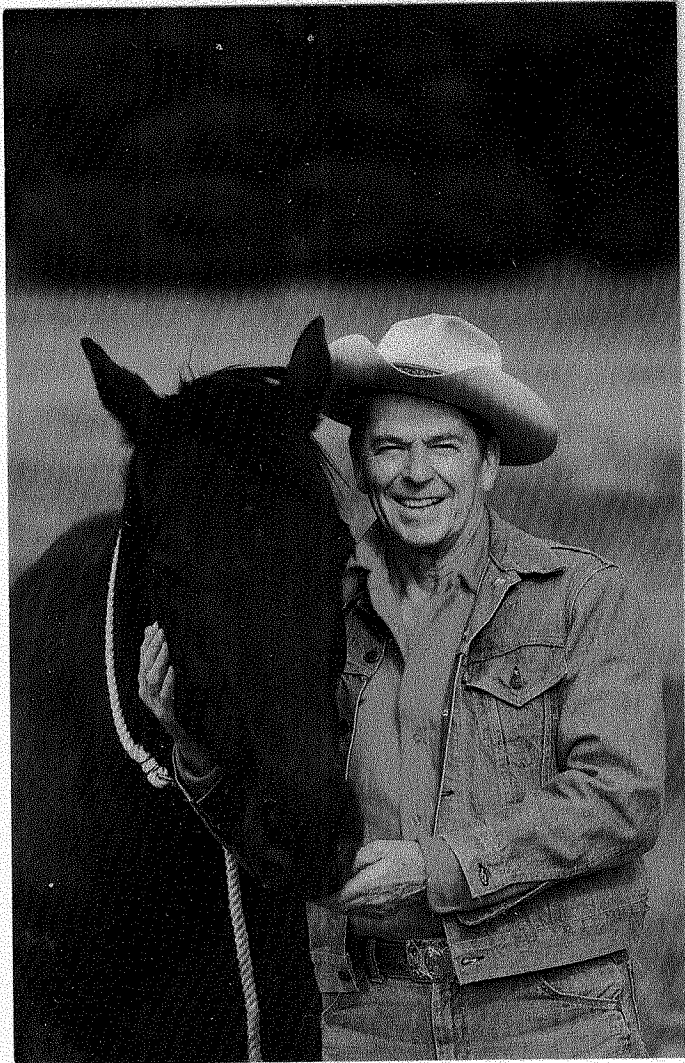
Coming!

2

Postcard Series

"REAGAN
THE MAN"
and
THE
"INAUGURATION"

Coral-Lee



Former Governor of California Ronald Reagan poses with a favorite steed at his big Southern California ranch. Defeated by Jerry Ford for the Republican presidential nomination, Reagan now focuses his varied talents on broadcasting and newspaper columnizing.

Published by Coral-Lee
P.O. Box 314, Rancho Cordova, CA 95670



MIKE ROBERTS
BERKELEY 94710

U.S.A.

CL#23
C32303-Colorphoto: © Michael Evans
1978 Contact

Former Governor of California Ronald Reagan poses with a favorite steed at his big Southern California ranch. Defeated by Jerry Ford for the Republican presidential nomination, Reagan now focuses his varied talents on broadcasting and newspaper columnizing.

Published by Coral-Lee
P.O. Box 314, Rancho Cordova, CA 95670



MIKE ROBERTS
BERKELEY 94710

CL#23
C32303-Colorphoto: © Michael Evans
1978 Contact

U.S.A.

P.O.Box 314
Rancho Cordova, Ca. 95670
February 10, 1981

Michael Evans
%Photo Office, White House
Washington, D.C. 20500

Dear Michael,

Robert Pledge just called me telling me that you would like some of the Reagan series postcards. When I told him that the wholesale cost would be \$15.00 per 100 postcards he said to send you 50 sets. I do believe that he mentioned that I sold them for \$5.00 per set but that is to the collectors, those people I have catered to all along.

Just so you know what I'm attempting to do, let me give you the run-down of my project. I have collected postcards for many years...those of the 1900-1915 vintage. During those years EVERYTHING was documented. Since that time noone has ever documented a single thing..with the exception of the death of President Kennedy. Very little has been done in any area. I thought this a shame...so I took it upon myself to document the political scene of today. I began in 1977 with the Carter Administration selling primarily to the collectors. At that time I had to have 4,000 postcards of EACH printed. In order to let the collectors know about the cards it required extensive advertising. Because most of the collectors want to collect ONLY the pre-1915 postcards, I have had it very tough "sledding". Then too, President Carter wasn't the most popular president so I found it very difficult to sell the cards. (I however feel that with the passing of time, the Carter cards will sell simply because of the historical value.)

Then in the middle of it all, MIKE ROBERTS who prints my cards raised the minimum to 6,500 for each card. This happened right in the middle of the series...so I had 4,000 of some and increased to 6,500 of others. In addition, because I haven't ordered reruns I have been charged a greater price for the cards I have printed. In addition, when they have to crop the slides, or make more intense color etc. I am charged from \$50.00 to \$150.00 for every correction. Because I am "small" I feel that they are taking advantage of me BUT there is nothing I can do. The collectors want only MIKE ROBERTS cards.

I sell enough of the postcards to the collectors and shops to somewhat pay my costs but I still haven't been able to clear my initial investment of some \$12,000. I have thought of quitting many times but I LOVE what I'm doing and at 67 years old, I'm not out to make a lot of money. My greatest reward was to have been invited to the White House and having my picture taken with President Carter as I presented an album of the postcards to him which depicted his entire administration..

Now I am working on the Reagan administration. Being born and raised in Dixon Illinois and having the maiden name of Dixon makes this project even more interesting. I will soon have the Inauguration documented in postcards.

I will be going to NYC this month as I am going to document America Held Hostage. With the help of Robert Pledge, I hope that I am able to accomplish this.

I'm happy that you like the postcards I have produced...after all most of this series was photographed by an excellent photographer!!! I hope that I am able to meet both you and Jack Kightlinger someday.

Sincerely,
Coralie
Coralie Dixon Sparre

(over)

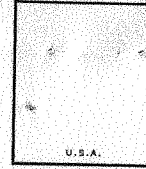
Forgot to mention that I have have 17 postcard clubs in the schools here. I give away thousands of the cards to the children. It is my belief that if children are interested in collecting, they are less apt to be getting into trouble. Then too, I believe that children "should" be taught patriotism and love of country!!!



President Jimmy Carter *39th President, United States*

President Jimmy Carter inaugurated January 20,
1977 as 39th President of the United States.

Published by Coral-Lee
P.O. Box 314, Rancho Cordova, CA 95670



C31505



MIKE ROBERTS
BERKELEY 94710

Michael, this is a request. You will find enclosed a postcard of Pres. Carter showing him with an American flag. I had hoped to have every president that I do pictured with the flag. To date I have been unable to find a transparency showing President Reagan with the flag. Do you have such a picture?

Also, I'm looking for a close-up of head & shoulders of the president that I can use for the center of a card. All over the background I want to put red/white and blue jelly beans. I think this would make for a unique postcard but I'm unable to find a good close-up.

Are there any pictures there that could be available to me?

I would hope that you keep the jelly-bean postcard hush-hush as I wouldn't like my idea picked up by someone else!!! I just think it is a super idea.

Your help will be appreciated.

Coralie

Coralie D. Sparre
P.O.Box 314
Rancho Cordova, Ca. 95670

**THIS FILE HAS BEEN CHARGED OUT OF THE WHITE HOUSE CENTRAL
FILES. PLEASE RETURN PROMPTLY.**

TO: FFF

Em: me

RE: Coralie Sparre, a. k. a. Coral-Lee

(orally)

Mike Evans reports that he simply checked with Michael Deaver on February 16, 1983 to determine if ~~the President could~~ ~~and~~ ~~Evans~~ ~~and~~ ~~Evans~~ ~~Evans~~ he could introduce Coralie Spore to the President. Deaver agreed and Evans brought Coralie in for a handshake. The President's diary ~~indicates~~ that the President met with Coralie from 11:57 ^(a.m.) - 12:00 noon. ~~There is no other back-up on the~~ ~~meeting.~~ Central Files contain a handwritten notation from a Photo Office ^{Evans} Secretary to the effect that Coralie gave the President a communist ~~then~~ Soviet international for the President; there is also a ~~the~~ thank you note from the President dated April 18. There is no other back-up on the meeting.

~~Control File also~~

Central File also contained some correspondence between Evans and Coralie. The correspondence reveals Coralie's ambition to ~~write a postcard history~~ ~~of the country.~~ ~~She has felt the~~ ~~same~~ ~~with~~ ~~her~~ record history in postcards. ~~She~~ It also reveals that she ~~is~~ was born in Dixon, Illinois and knew the President when he was a lifeguard. She says her father and ~~the~~ the President's were great friends.

the morning of

contains
a handwritten
notation
by
David
Fischer
of attesting
the the

and
from
Coolidge
to
the
President.

THE WHITE HOUSE

WASHINGTON

June 6, 1983

MEMORANDUM FOR THE FIRST LADY

FROM: FRED F. FIELDING

SUBJECT: Picture Postcard - Sitting Area of
White House Bedroom

We have determined that the referenced photograph, which was converted to a postcard by Coral-Lee, was taken by Michael Evans and released into the public domain on November 18, 1981, by the First Lady's Press Secretary (announcement attached). The photograph, along with two others, was released for the purpose of showing the results of your redecoration of the residence.

When a photograph is in the public domain, the White House Photography Office routinely makes it available without charge to anyone requesting it. White House photographs cannot be copyrighted.

There are, of course, limits on the permissible uses of a photograph of this sort, even if it is in the public domain. The photograph should not be used to suggest Presidential or First Lady endorsement of a commercial product or enterprise. Here the photograph is not being used to suggest endorsement of a product, in essence, the photograph itself is the product. Nor do I think we could fairly argue that there is the suggestion of endorsement of the postcard enterprise. Evans and the White House are given credit for the photograph on the back of the postcard, as they should be. It is also made clear that a private firm -- not the White House -- produced and published the postcard.

Unfortunately, producing and selling a postcard such as this is no different from gathering and publishing Presidential remarks released by the Press Office. Both items are in the public domain, and, with the caveats noted above, the public can do with them what it will. The Photo Office could adopt a policy of releasing photographs only to

news organizations or for individual use. All that a postcard producer would have to do, however, is obtain a photograph for individual use -- or have someone else do so -- and then use it to create postcards.

My own reaction is that restricting distribution of the photographs would create more problems than it would solve, not the least because of the difficulty of devising and administering appropriate criteria governing permitted distribution.

Thus, the easiest answer is careful control and supervision over the selection of photographs to be released to the public.

Please let me know if you wish me to do anything further on this.

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For your information, the woman who produced this postcard, Coral-Lee, is an individual in California who requests White House photographs with some regularity, and produces a limited edition of 3,000 postcards from the photographs. According to the White House Photography Office Director, Coral-Lee then distributes most of the postcards for charitable purposes, to hospitals, prisons, and the like. She believes the postcard is a unique way of recording history. Coral-Lee's last name is Sparr, and she is originally from Dixon, Illinois. She claims to remember the President as a lifeguard, and that her parents were friends of the Reagans. She was in to have her photo taken with the President on February 16, 1983.

bcc: Michael K. Deaver

THE WHITE HOUSE

Office of the First Lady's Press Secretary

For Immediate Release

November 18, 1981

PHOTO IDENTIFICATION -

C5177-05

The President eats lunch in the Residence Living Room.

C5178-10

The Reagans spend a relaxed moment together in the sitting area of their bedroom.

C5178-22

The President confers with Michael Deaver, Assistant to the President, in the President's Study in the Residence.