

# A Puff Job on Nixon

By Vera Claser and  
Malvina Stephenson

Washington

WHILE Richard Nixon keeps a low profile in the Watergate-shadowed White House, a presidential puff job is underway in other parts of the U.S. and the world.

Traveling Nixon exhibits, created by White House photographer Ollie Atkins, have been shown in hotels, public buildings, theater lobbies and airline ticket offices from New York to Hong Kong.

"When things are slow, we make a few exhibition prints," Atkins explained.

"People call in here looking for this stuff. If we figure they're responsible, and won't put it in a beer hall or let it be defaced, we let them have it. It's a promotional-type thing."

The average Nixon exhibit of 25 to 30 handsome mounted color blowups, costs upwards of \$1000.

Nixon's total picture tab, however, is peanuts compared to that of the late President Lyndon Johnson, who reportedly generated about a million prints at a cost running to many times that figure.

Like everything else in the crisis-ridden White House, Atkins says his operation is in a "definite slowdown. I'm holding back, just letting a little water over the dam," he said.

One reason may be fear of

unpleasant incidents as viewers react negatively to the Watergate scandal.

A theater owner in Connecticut said he has been waiting for a promised exhibit for weeks.

Last year the nonprofit International Photo Optical Association showed Atkins' spectacular color blowups in five U.S. cities.

This year exhibits are scheduled at Nassau, L.I., Denver, Houston, Los Ang -

les and Detroit or Boston.

Trans World Airlines showed 40 photos of the Nixon family and the President's China trip in 11 U.S., European and Asian cities.

Since then the show has been updated. Shots of Nixon with black entertainer Sammy Davis Jr. and Israeli Prime Minister Golda Meir have been added.

The prints are made in a laboratory tucked away in an unidentified Georgetown building.