

28 January 1974

MEMORANDUM FOR: Deputy Director for Management & Services  
SUBJECT : Expanding CIA Displays  
REFERENCE : DDM&S Advisory Group Memo of 7 November 1973.  
                  ██████████ Memo of 22 January 1974.

25X1A

I take a positive attitude towards the idea of some sort of initially, inconspicuous public appearance by the Agency; exhibits might be one way to do it.

We should start in a serious and fairly undramatic way. The publications suggestion in paragraph 4a of the Advisory Group memorandum of 7 November would fit my specification. The exhibit has scholarly overtones, it is not so jazzy that it would attract a lot of press attention, and is generally in keeping with a dignified "image" (although I hate the word).

Coupled with the display of publications and books might be the simultaneous nearby quiet running of the film "Need to Know", as suggested.

Once such a show were successfully mounted, we would then have established a track record of this having been done and having been done without raising too much dust.

*Then*, we might move on toward the more dramatic Cuban missile display, again running along side of it the "Need to Know" film.

I was in favor of our award-winning drug display when it was being shown and where it was being shown, namely, in local high schools and at the AMA conventions when drug abuse was a more burning issue than it is today. I would not want to drag up the drug matter now. Let's sit on it.

The Berlin tunnel exploits might be something we would want to consider at a later date.

I would favor commercial application exhibits if we had enough material to show and provided we did *not* feature those items which leave an unsavory taste in the public's mouth. We would not want to use the paraffin test which police use, but we might very well push the metal detector for airports and xerox telephoning bit.



Angus MacLean Thuermer  
Assistant to the Director

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22 January 1974

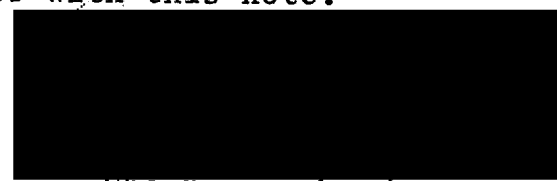
MEMORANDUM FOR: Deputy Director for Management & Services

SUBJECT : Expanding CIA Displays

REFERENCE : M&S Advisory Group memo of 7 Nov 73,  
same subject

1. The Fine Arts Commission has recently considered the suggestion made in reference for the showing of CIA "in-house" displays to the general public, and concluded that the question of the desirability of such a program is almost entirely outside its purview. It was noted that the Commission itself would be most reluctant to become involved in the display outside of the Agency of any such exhibits simply on grounds of availability of time. It is difficult enough to get people to commit the time needed to cope with all the mechanical problems attendant upon mounting displays in the headquarters building itself.

2. I have discussed this suggestion with Mr. Angus Thuermer--not in his FAC member capacity, but in his primary role as Assistant to the Director--, and he expressed some interest in the idea. I am therefore sending him a copy of the original proposal, together with this note.



Chairman  
Fine Arts Commission

STATINTL

cc: Asst to Director

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7 NOV 1973

MEMORANDUM FOR: Deputy Director for Management and Services

SUBJECT: Expand CIA Displays *Brief #6*

1. The Management & Services Advisory Group has adopted a suggestion that MSAG feels warrants your consideration.

*not by  
FAC*

2. MSAG believes that the CIA "in-house" displays put on by the Fine Arts Commission should be expanded and shown to the general public. By general public, we mean school children, visitors to the Capital Area, tourists, etc. The displays are envisioned in the Smithsonian, Science & Technology, and Library of Congress.

*resources/  
time*

3. The purpose of the displays would be primarily educational with public relations and long-term recruiting potential as secondary goals.

4. Some of the ideas suggested for an expanded CIA display would be:

a. A CIA books and publications display showing our contribution to the President and other government agencies, colleges, etc.

b. The award winning - Drug Display.

*appropriate?*

c. The Cuban Missile Crisis - Display.

*"canned" \**

d. The Berlin Tunnel Exploits.

*small*

*\* as part*

e. Continuous running on a monitor of the film - "Need to Know" as part of a larger display. \*

f. The current display of Nathan Hale and the history of spying via stamp, publications, etc.

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P. Forzheman  
ms*

g. A display showing commercial applications of products currently on the market that CIA originally engineered. 77

- (1) Xerox telephonic copying
- (2) Metal detectors for airport use
- (3) Paraffin test currently used by police

5. MSAG feels the time is right for expansion of our displays when good judgment and security considerations can be satisfied and the necessary approvals obtained.

Management & Services Advisory Group