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PRESIDENT'S VISIT TO
PINEHURST, NORTH CAROLINA
Wednesday, September 11, 1974

COUNSELLOR HARTMANN

12:50pm	AF One dpts. Andrews. [Flying time:55m]	3:32pm	Program concludes. Board motorcade as on arrival.
1:45pm	AF One arvs. PopeAFB.	3:40pm	Motorcade dpts. en route Pinehurst CC. [Driving time:5m]
2:00pm	Board Marine #1. Marine #1&2 dpt. [Flying time:15m]	3:45pm	Arrive Pinehurst CC. You will be escorted to tee viewing area.
2:15pm	Marine #1&2 arv. South- ern Pines Airport. Board Counsellors Car. in motorcade.	4:15pm	Golf play begins.
2:20pm	Motorcade dpts. en route World Golf Hall of Fame Building. [Driving time:5m]	4:25pm	Guest and staff board motorcade as on arrival en route Pinehurst Hotel.
2:25pm	Arv. World Golf Hall of Fame Bldg. You will be escorted to dedi. site.	6:45pm	Golf play concludes.
2:32pm	Program begins.	6:52pm	Motorcade departs en route residence.
3:20pm	Presidential remarks.	6:55pm	Motorcade arvs. residence.
3:25pm	Remarks conclude.	7:00 pm	You will be escorted to private reception in North Room.
		7:25pm	Guest and staff will be escorted to tables in Cardinal Ballroom.

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7:30pm	President arvs. dinner.
7:33pm	Program begins.
9:35pm	Presidential remarks.
9:45pm	Remarks conclude.
9:50pm	You will be escorted to motorcade. Board as on arrival.
9:55pm	Motorcade dpts. Pine- hurst Hotel en route Southern Pines Apt. [Driving time:5m]
10:00pm	Motorcade arvs. Board Marine#1&2, as on arrival.
10:05pm	Marine #1&2 dpt. en route Pope AFB. [Flying time:15m]
10:20pm	Marine 1&2 arv. Pope AFB. Board AF One.
10:25pm	AF One dpts. en route Andrews. [Flying time:50 m]
11:15pm	AF One arvs. Andrews



THE WHITE HOUSE

WASHINGTON

PRESIDENTIAL VISIT TO

PINEHURST, NORTH CAROLINA

FOR ACTIVITIES SPONSORED BY THE WORLD GOLF HALL OF FAME

Wednesday - September 11, 1974

12:30 P.M. Departure

From: Terry O'Donnel **TOD**

BACKGROUND:

The dedication of the World Golf Hall of Fame in Pinehurst, North Carolina, will be the kick-off event for the World Golf Open, the richest professional tournament in the world, which starts Thursday and runs through Sunday. Formal induction ceremonies at the \$2.5 million Hall overlooking the fourth green of the No. 2 course (championship course) at the Pinehurst Country Club will honor 8 living enshrinees (Patty Berg, Ben Hogan, Byron Nelson, Jack Nicklaus, Arnold Palmer, Gary Player, Gene Sarazen, and Sam Snead) and five deceased (Walter Hagen, Robert T. Jones, Jr., Francis Quimet, Harry Vardon and Babe Zaharias).

Mr. Donald C. Collett, President, World Golf Hall of Fame, and Mr. John Derr, Executive Vice President, World Golf Hall of Fame, originally extended the invitation to you in May to attend this ceremony. You recently reaffirmed your intention to attend.

Some points of interest about the event: (1) This Hall of Fame is one of the few shrines in which living players may be inducted. (2) Diamond-head Corporation, owners of Pinehurst, have acted as the underwriters for the project. (3) Two of the enshrinees are women.

Your participation will involve remarks and ribbon cutting at the Hall dedication, a round (9 holes) of golf with the living enshrinees taking turns as your partners, and attendance and delivery of remarks at the Black Tie Dinner at the Pinehurst Hotel.

A pictorial brochure is enclosed at TAB A.

World Golf Hall of Fame
2. Pinehurst, North Carolina
Wednesday - September 11, 1974

SEQUENCE:

12:30 p.m. You board helicopter on South Lawn and depart en route Andrews Air Force Base.

12:45 p.m. Arrive Andrews, Board Air Force One, and depart en route Pope AFB, Fayetteville, North Carolina.

(Flying time: 55 minutes)
(No Time Change)

PRESIDENTIAL GUESTS

Senator Jesse Helms (R-N. C.)
Mr. Max Elbin

1:45 p.m. Arrive Pope AFB.

OPEN PRESS COVERAGE
CROWD SITUATION

You will be met by:

Representative Earl Ruth (R-N. C.)
Mrs. Beth Finch, Mayor Pro-tempore of Fayetteville
Mr. Henry N. Taylor, Mayor of Spring Lake
Mr. Luther N. Packer, Chairman of County
Commissioners
Brig. Gen. Gheodore P. Crichpon, Cdr., 839th
Air Division
Lt. Gen. Richard J. Seitz, Commanding General,
18th Airborne Corps
Dr. Lynn L. Johnsen, Member, Dept. of Defense
Committee on Women in the Services
Col. Stewart Young, Commander, 317th Tactical
Airlift Wing

- World Golf Hall of Fame
3. Pinehurst, North Carolina
Wednesday - September 11, 1974

NOTE: A crowd of several thousand, primarily military personnel and dependents, is expected to be on hand. A contingency microphone will be available if you wish to make remarks.

2:00 p.m. You board helicopter and depart en route Southern Pines Airport. Senator Helms, Representative Ruth, and Mr. Elbin will be guests aboard your helicopter.

(Flying Time: 15 minutes)

2:15 p.m. Arrive Southern Pines Airport.

PRESS POOL PHOTO COVERAGE
CLOSED ARRIVAL

2:20 p.m. You board motorcade and depart en route World Golf Hall of Fame Building.

2:25 p.m. Arrive World Golf Hall of Fame Building front entrance. (See centerfold brochure at TAB A).

You will be met by:

Governor James E. Holshouser (D-N. C.)
William H. Maurer, World Golf Hall of Fame
Board Chairman
Donald C. Collett, World Golf Hall of Fame
President

PRESS POOL PHOTO COVERAGE
CLOSED ARRIVAL

NOTE: You should spend some time talking to these men to allow time for your guests to precede you into the Shrine.

- World Golf Hall of Fame
4. Pinehurst, North Carolina
Wednesday - September 11, 1974

The greeting committee will escort you through the building to a holding area where you will pause as Max Elbin, Congressman Ruth, Senator Helms, Governors Holshouser, and Don Collett are announced.

2:32 p.m.

Ruffles and Flourishes
Announcement
"Hail to the Chief"

Mr. Maurer will escort you across the foot bridge, over the moat, and down the steps to a dedication site platform where you will be seated in the second seat, stage right, with Mr. Maurer on your left and Ben Hogan on your right.

NOTE: It is suggested that you pause for photographs at the top step before descending to the platform to observe this beautiful championship golf hole out in front of you.

2:35 p.m.

Program commences.

Introductory remarks by Don Collett.

Invocation by Captain Henry C. Duncan, USN, (Ret), Minister of Pinehurst Village Chapel

Acknowledgement of Special Guests, including Congressional delegation and Max Elbin by Mr. John Derr, World Golf Hall of Fame Executive Vice President.

Presentation of dedication plaque to William Maurer by Don Collett.

Acceptance remarks by William Maurer.

World Golf Hall of Fame
5. Pinehurst, North Carolina
Wednesday - September 11, 1974

Brief remarks by Billy G. McKenzie,
President of Pinehurst Village Council

Brief remarks by Lt. Governor James
B. Hunt, Jr.

Presentation of replica plaques to enshrinees
or their representative by Don Collett.
Order of presentation is as follows:

Walter Hagen (Representative)
Robert T. Jones, Jr. (Representative)
Francis Quimet (Representative)
Harry Vardon (Representative)
Babe Zaharias (Representative)
Patty Berg
Ben Hogan
Byron Nelson
Jack Nicklaus
Arnold Palmer
Gary Player
Gene Sarazen
Sam Snead

Each enshrinee or representative will step
to the podium to accept the plaque and offer
very brief acceptance remarks.

3:14 p. m.

You step forward upon announcement to accept a
replica plaque from Mr. Maurer and return
immediately to your seat. No remarks required
here other than a thank you.

John Derr introduces Governor Holshouser
who will in turn introduce you.

3:20 p. m.

YOU DELIVER YOUR REMARKS

FULL PRESS COVERAGE

World Golf Hall of Fame
Pinehurst, North Carolina
6. Wednesday - September 11, 1974

3:25 p. m.

Your remarks conclude.

You and Governor Holshouser, escorted by Mr. Maurer and Mr. Collett, depart platform, ascend steps and proceed to entrance of World Golf Hall of Fame Shrine where you pause for ribbon-cutting ceremony.

Platform guests will follow you at a distance.

3:28 p. m.

You cut the ceremonial ribbon at the Shrine entrance.

NOTE: Be sure to use the tip of the two-foot long ceremonial wooden scissors to cut the ribbon.

OPEN PRESS COVERAGE

Don Collett will announce that the World Golf Hall of Fame is now officially open.

"Stars and Stripes Forever"

3:32 p. m.

You and the platform guests proceed through the Shrine and pause in the Museum for a picture at the statue of Robert T. Jones, Jr.

NOTE: The sculptor, Clemente Spampinato will be on hand to greet you.

PRESS POOL PHOTO COVERAGE

3:40 p. m.

You board motorcade and depart en route Pinehurst Country Club.

World Golf Hall of Fame
7. Pinehurst, North Carolina
Wednesday - September 11, 1974

3:45 p.m.

Arrive Pinehurst Country Club where you are escorted by Don Collett to the clubhouse locker. En route you will meet the following

Andre Roos, Tournament Director of the World Open
Clyde Heap, Pinehurst Country Club Manager

4:05 p.m.

You depart locker room, escorted by Don Collett, Jack Nicklaus, Arnold Palmer, Gary Player and Deane Beman, and proceed to the first tee.

NOTE: A new set of Ben Hogan clubs will be available for your use.

OPEN PRESS COVERAGE
CROWD SITUATION

4:10 p.m.

You will be asked by Don Collett to step to the first tee on Course #2 and hit the first ball. You will return the club to Collett and the ball will be retrieved for permanent display in the World Golf Hall of Fame.

4:15 p.m.

Golf play begins.

NOTE: The first group will play holes # 1, 2 and 3. The second group composed of Byron Nelson, Gene Sarazen, Patty Berg and Congressman Earl Ruth will play holes # 4, 5, and 6. The third group composed of Don Collett, Sam Snead and Ben Hogan will play holes # 7, 17 and 18. Golf carts will be utilized.

Ben Hogan has **not** been playing much golf lately and may wish to just drive a golf cart, in which case you should ride with him.

Rodney, Brian and Paul Collett (Don Collett's sons) will rotate as your caddy.

World Golf Hall of Fame
8. Pinehurst, North Carolina
Wednesday - September 11, 1974

PRESS POOL PHOTO COVERAGE (Hole # 4)
VIDEO TAPE COVERAGE (Holes # 17 and 18)
CROWD SITUATION (Hole 18)

6:45 p. m. Golf play concludes.
You proceed inside the clubhouse locker room
with your foursome to change shoes.

6:50 p. m. You board motorcade and proceed to your Villa.

6:55 p. m. Arrive Villa.

PERSONAL/STAFF TIME: 40 minutes

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FIRST ANNUAL HALL OF FAME DINNER-PINEHURST HOTEL

Dinner Attire: Head Table will wear black
dinner jackets.

7:35 p. m. Escorted by Mr. Maurer, you depart Villa and
proceed on foot to Pinehurst Hotel North Room.
Pause for announcement.

7:40 p. m. Escorted by Mr. Maurer, you proceed inside
the Ballroom and take your seat at the head
table (diagram attached at TAB B) for the
Enshrinement Dinner.

ATTENDANCE: 525
OPEN PRESS COVERAGE

NOTE: The audience will be made up of World
Golf Hall of Fame supporters, PGA and
USGA officials and guests, tournament
players and golf writers.

World Golf Hall of Fame
9. Pinehurst, North Carolina
Wednesday - September 11, 1974

8:50 p.m.

After brief remarks by William Maurer, Mr. Roland S. Tremble, President of Downe Communications, John Derr, and Don Collett will present special Hall of Fame Medallions to enshrinees.

NOTE: As each recipient is given his medallion, he/she will offer brief comments on his greatest moment in golf. This activity is considered to be the highlight of the day.

9:30 p.m.

After the last recipient, you step to the podium and accept a special set of Medallions.

FULL PRESS COVERAGE

NOTE: No remarks required here - just a thank you.

9:35 p.m.

After a brief introduction by Governor Holshouser, you make your remarks.

FULL PRESS COVERAGE

9:45 p.m.

Your remarks conclude. You return to your seat.

John Derr will then present you with a Gold Lifetime Pass to the World Golf Hall of Fame and a Commemorative Watch.

NOTE: Each enshrinee will have previously received his watch at the reception.

9:50 p.m.

After accepting the gifts at the podium, you depart the stage, escorted by Mr. Maurer and Mr. Collett, and proceed to the motorcade, board, and depart en route the Southern Pines Airport.

World Golf Hall of Fame
10. Pinehurst, North Carolina
Wednesday - September 11, 1974

10:00 a.m. Arrive Southern Pines Airport, board helicopter
and depart en route Pope Air Force Base.

10:20 p.m. Arrive Pope AFB.

CLOSED ARRIVAL
OPEN PRESS COVERAGE.

You will be met by:

Col. Robert C. Long, 317th Combat Support
Group Commander

Col. David H. McElveen, 317th Tactical Airlift
Wing Vice Commander

Col. Wesley W. Pennington, Director of Operations,
839th Air Division

BGEN James B. Baught, Chief of Staff, 18th
Airborne Corps

BGEN Michael D. Healy, Commanding General,
JFK Center for Military Assistance

BGEN Joseph L. Faut, Commander, ADC Support

10:25 p.m. You board Air Force One and depart en route
Andrews AFB.

(Flying Time: 50 minutes)

11:15 p.m. Arrive Andrews AFB, board helicopter and depart
en route the White House.

11:45 p.m. Arrive the White House.

#

MR. BILL BECK

MRS. BEAMAN

MR. JOHN DERR

MR. DEANE BEAMAN

MRS. COLLETTE

GOVERNOR HOLSHOUSER

MR. DONALD COLLETT

(SEPARATION)

MR. WILLIAM MAURER

THE PRESIDENT

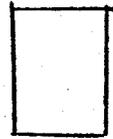
MRS. CAROL MANN

MR. ROLAND TREMBLE

MRS. DERR

MR. BILL CLARK

GUEST
TABLES



PODIUM

GUEST
TABLES

SEPTEMBER 11, 1974

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Pinehurst, North Carolina)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
AT THE
WORLD GOLF HALL OF FAME
ENSHRINEMENT DINNER

AT 10:35 P.M. EDT

Thank you very, very much, Governor Jim Holshouser, my good golfing partner, the Governor of South Carolina, Senator Jesse Helms, my old friend Earl Ruth. But I do wish to acknowledge and pay special tribute to the inductees who I tremendously admire and greatly respect, and I have really enjoyed listening to the stories that each of them have given.

And it is an awfully hard act to follow after the tales they have told and the incidents that they have related.

It has also been one of the great things that I have admired, excellence, and I have spent a great deal of time in the last few years on Saturday afternoons and Sunday afternoons watching various tournaments.

I usually take with me and sit in front of the television and take a pile of work and in between this shot and that shot, I try to concentrate. But I really am more interested in the excellence that they demonstrate to the American people. I admire excellence. I respect it.

And it seems to me that this is what we want in this country and what we want in the world. And to be here this afternoon and this evening and to get better acquainted with those I have known, and to meet others that I have not known, in the sport of golf. has been a great and an exhilarating day to me, and I compliment and congratulate everyone of them because they epitomize excellence in probably one of the most competitive areas of athletic competition that I have ever seen.

And I just hope that they, through their example, give to all Americans the kind of spirit, the kind of drive, the kind of dedication that is so essential if we are to achieve what is the best for everybody in this country and throughout the world.

MORE

If I may, I would like to tell you the most memorable golfing experience I ever had. I was at the Burning Tree course, which is one of those courses in Washington, D. C. I was playing with Ben Hogan, and Arnold Palmer and Byron Nelson. And they came up to me and they said they were looking for another great, great golfer to join them. I said, "Well, here I am." And they said, "Good. You can help us look for one." (Laughter)

I didn't mind that so much, but what really hurt me was when Arnold Palmer asked if I would not wear his slacks except under an assumed name. (Laughter)

I do appreciate the honor of the invitation from Don and Bill, but as I stand before all of you golfing immortals, one thought keeps running through my mind. I have an 18 handicap, and I guess I played it that way today in between the first and 18th hole. You need me as a good golfer like Sam Snead needs another tomato can. (Laughter)

They say you can always tell a good player by the number of people in the gallery. You have heard, and we have all heard, of Arnie's Army. My group is called Ford's Few. (Laughter)

I figured it out, that my problem is I have a very wild swing and I demonstrated it on a number of occasions for Patty and some of the others this afternoon. Back on my home course in Grand Rapids, Michigan, they don't yell "Fore," they yell "Ford."

And you know, all of these fine Secret Service men you have seen around me today, and elsewhere. When I play golf, I am told they qualify for combat pay. (Laughter)

But I try to keep my hands in whenever I can. Personally, I thoroughly enjoy playing golf with Henry Kissinger. Henry is undoubtedly one of the greatest, one of the finest, and one of the very best diplomats the world has ever known, and fortunately for us, he has been carrying out that responsibility on behalf of our country. I will tell you why I say that: Last week, I was in a sand trap, which I frequently find myself in. There was a water hazard beyond that, and then some 95 feet or more to the pin, and Henry conceded the putt. (Laughter)

But this afternoon, I had one of the greatest thrills of my lifetime, the chance to play a few holes with the super stars of world golfing and I thoroughly enjoyed it and they were most considerate of my difficulties.

MORE

I can't tell you how I felt out there surrounded by such legendary names as Berg, Hogan, Nelson, Nicklaus, Palmer, Player, Sarazen, Snead. And in all honesty, it was something like being in a golfer's heaven, and I appreciate the opportunity to be there.

But as the cliché goes, tonight I have good news and some bad news. The good news, that four of our honorees, Jack Nicklaus, Arnold Palmer, Gary Player and Sam Snead, will be competing in the World Open beginning tomorrow.

The bad news is today they shared the course with me. And I will tell you what I mean.

In 1972, I played with Sam Snead in the Pro-Am before the Kemper Open, and he didn't win. (Laughter) In 1973, I played with Miller Barber before the Kemper Open, and he didn't win. And this year, I played with Tom Weiskopf before the Kemper Open and then I played with Dave Stockton up at Pleasant Valley in the Pro-Am, and neither of them won the tournament.

Now, you know why, I am sure, in Washington I am known as the President of the United States, and in golf, I am sort of known as the jinx of the links. (Laughter)

Frankly, I figured it out, that Snead, Barber, Weiskopf and Stockton blew about \$165,000 in prize money by their performance with me in the several Pro-Am tours that I indicated. But if you think they are unhappy, you should see the Internal Revenue Service. (Laughter)

As you undoubtedly know by now, I thoroughly enjoy golf, not only the competition, but the people. I enjoy the exercise it provides, the competitive challenge, the good fellowship before and after each game.

MORE

But if I had to single out one attribute of golf above all others, it would be found in the very simple statement from the ENCYCLOPEDIA BRITANNICA, and I quote, "Golf is played on the honor system. A player is expected to count his own strokes even though he may miss the ball completely, to acknowledge the fact promptly if he violates a rule and incurs a penalty, and to avoid interfering in any way with his opponents or his fellow competitor's play.

Golf is one of the few games where honor is more important than the rules. Without good sportsmanship, golf could not exist. Without trust, another name for good sportsmanship, governments cannot exist.

But there is still one more lesson to be learned from golf and I have never seen a tournament, regardless of how much money, or how much fame, or prestige, or emotion was ever involved, that didn't end with the victor extending his hand to the vanquished.

I have enjoyed sitting there watching on television the pat on the back, the arm around the shoulder, the praise for what was done right, and the sympathetic nod for what wasn't. These are as much a part of golf as life itself, and I would hope that understanding and reconciliation are not limited to the 19th hole.

Before I leave -- and let me express to Don and Bill my great enjoyment to be with all of you -- I would like to thank them and you for asking me. It was a delightful day, after a few kind of tough ones.
(Laughter)

This afternoon for a few hours, quite unsuccessfully, I tried to make a hole in one. Tomorrow morning I will be back in Washington trying to get out of one.
(Laughter)

And thank all of you for making this a most welcome "mini" vacation.

Thank you, and good night.

END

(AT 10:35 P.M. EDT)