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TR 1

THE WHITE HOUSE

WASHINGTON

November 27, 1974

MEMORANDUM FOR: DICK CHENEY

VIA: WILLIAM HENKEL, JR. *WH*

FROM: RED CAVANEY *RC*

SUBJECT: THE PRESIDENT'S ATTENDANCE
AT THE "SALUTE TO LEE ELDER"
Washington Hilton Hotel
Sunday, December 1, 1974

Attached at TAB A is the proposed schedule for Presidential participation in the subject event, based on our guidance from the scheduling office that the President would only attend the reception portion of the evening's activity.

Approve *RC* Disapprove _____

BACKGROUND

This testimonial to Lee Elder, entitled "1975 Road to the Masters," is designed to provide revenue which will be donated to the Lee Elder Scholarship Fund, Inc. This fund was organized by Lee Elder and his wife, Rose, to help advance the education of America's youth.

The evening's activities consist of two receptions (6:30-7:30 pm), followed by a dinner in the International Ballroom of the Washington Hilton Hotel, and dancing. Activities are expected to conclude about midnight. Attire for the evening is dark business suit. (NOTE: Invitation reads "semi-formal").

SPONSOR'S RECEPTION

This gathering will consist of approximately 75 persons who have either personally or through their organizations donated \$500 or more to the Lee Elder Scholarship Fund. Organizations represented include Gulf Oil, Coca-Cola, Riggs National Bank, Munsingwear, Monsanto, American Security and Trust, C&P Telephone, etc.

TERRACE RECEPTION

This reception is open to all dinner guests. Each guest will have paid \$25 per ticket.

DINNER

Present estimate for dinner attendance is 500 persons, which is far short of the anticipated goal of 2,000 to 3,000. The dinner portion of the evening's activity is very loosely structured, so much so that event planners are not in full agreement on format. I concur with our initial guidance that the President attend only the receptions, with contingency microphones available if he desires to offer brief remarks.

PRESS ANNOUNCEMENT

Since ticket sales have proven to be very slow, a prior announcement of a Presidential visit (rather than an unannounced drop-by) is likely to spur last minute ticket sales. The sponsors are very hopeful such an announcement can be made. Recommend Friday announcement of Presidential participation, noting reduced press coverage due to space limitations.

Approve *GAJ* Disapprove _____