

October 18, 1967

Dear Charles:

*(Warm)*

Here's an invitation to the Frank Sinatra Gala last year that's colourful and exciting. You might do something like this for the Issues Conference? With all the speakers your're planning to have, and the good names on the Advisory Committee, we might really draw thousands and regain our solvency. How about a theme like "Let's Get the Party Moving Again" or "Swinging AGain", with pictures of people swining and having fun. Jean Black has name of Greta Dewberry and Sandra Johnstone who've worked together on our WD invitattins, and she knows how to reach them. We can enclose a gold paper slip for the banquet with black art-work. Would you like to have a cokctail party for the Advisory Committee and make some money on it?

If you will have 2 mailings on the Conference, we could determine the price for the banquet later, if we see that too many people are coming -- Del Webb's maximum is 750, and Roy Greenaway feels nothing bigger is feasible. The Auditorium is a barn.

Charlotte and Jane Tolmach will be Co-Chairman and ~~help~~ you in my absence, and Blanche Goldstein and Freddie Pharr in Sacramento can also serve as liasion for the WD.

*del.*  
We'll be home on the 18th.

Hasty best,

*R.E.*

Copy to Coate  
Black (to be shared with Danforth)  
Tolmach

*Faden*