

UNITED STATES GOVERNMENT

# Memorandum

U. S. SECRET SERVICE  
File No. CO-2-34,030  
DATE: July 10, 1964

TO : Mr. J. Lee Rankin, General Counsel  
President's Commission on the  
Assassination of President Kennedy

FROM : James J. Rowley *JJR*  
Chief, U. S. Secret Service

SUBJECT: Trade Mart Decision

Please be advised that the decision to use the Trade Mart in preference to the Women's Building at the Fair Grounds for the luncheon on November 22, 1963, was made known to SAIC Behn of the White House Detail of the United States Secret Service by Mr. Kenneth O'Donnell, Special Assistant to the President.

SAIC Behn in turn notified SA Lawson in Dallas of the decision on November 14, 1963.

OTH  
1/14/63  
1-2

## Increased Seating Readied For Kennedy Luncheon

Balconies at the Dallas Trade Mart will be used increasing the seating capacity at the luncheon for President Kennedy next Friday to 2,500.

White House officials gave final approval to the Trade Mart arrangement after Secret Service agents submitted reports on both the Trade Mart and the Women's Building at Fair Park from a security standpoint.

The increase in capacity will not mean any noticeable increase in the number of tickets available, since planners of the luncheon say all the reservations have now gone out.

The floor of the vast Trade Mart will seat 1,400 for lunch after space is allocated to television equipment. The three tiers of balconies which surround three sides of the Trade Mart's grand courtyard will accommodate another 1,100.

The White House also approved plans for a motorcade through downtown Dallas during the noon hour, but the route the President will travel has not been determined.

The Trade Mart is on Sherman Freeway and the presidential party apparently will loop through the downtown area, probably on Main Street, en route from Dallas Love Field.

Easton Bryant, who Friday complained about the lack of tickets for loyal Democrats who have worked hard in the past for President Kennedy, Saturday objected to tentative head table seating plans that omitted Sen. Ralph Yarborough.

A spokesman for the three groups sponsoring the affair, the Dallas Citizens Council, the Dallas Assembly and the Science Research Center, said the head table has not been finally worked out.

Mr. Bryant also pointed to reports indicating the senator would not be invited to a reception for the President at the governor's mansion in Austin Friday.

He called the treatment of Sen. and "an insult to the office."

"If they want to start the fight now, it's as good a time as any to do it," he said.

COMMISSION EXHIBIT NO. 1361



Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

COMMISSION EXHIBIT NO. 1360