

Date 12/5/63

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RAY E. BROSSEAU, Director, Curtis Enterprises Division, Curtis Publishing Company, 380 Madison Avenue, New York, N.Y., was interviewed at the Philadelphia Offices of the Curtis Publishing Company, Philadelphia, Pa. Mr. BROSSEAU advised that the telephone call received in his New York Office on October 25, 1963, which call originated in Dallas, Texas, was received by MIKE SHORE, who was there on business. He stated, as he recalled, someone had either called him from Dallas or he had unsuccessfully tried to place a call to Dallas earlier that date. He stated subsequently SHORE received a telephone call from this same Dallas, Texas, number.

Mr. BROSSEAU stated he first heard of MIKE SHORE sometime during the late summer 1963. He stated that the Curtis Enterprises Division of the Curtis Publishing Company is a new division of Curtis dealing in diversification of business and joint ventures. In this regard, he received an interoffice memorandum from another department or division of Curtis reflecting that the writer thereof had become acquainted with MIKE SHORE at a Premium Convention held in New York during the summer. At this convention, SHORE was promoting the use of a limited number of record albums manufactured by Reprise Records of Los Angeles as sales premiums.

On reviewing the memorandum, BROSSEAU noted that the four records specifically referred to were show albums performed by a repertory company of top name stars, including FRANK SINATRA, ALLAN SHERMAN, BING CROSBY, etc.

BROSSEAU stated that getting the idea that such a record album promotion might be a good project and a successful money-making enterprise for Curtis Enterprises, he studied up on the album business and subsequently contacted MIKE SHORE.

He stated his initial contact with MIKE SHORE was telephonic and was made in approximately September at the business address of Reprise Records. He stated at this time he proposed to SHORE a deal in which albums would be offered as an exclusive

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by SA MASON P. SMITH/JGR Date dictated 12/5/63

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ENCLOSURE

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promotion of Curtis Enterprises published in the various publications of the Curtis Publishing Company. He stated SHORE was interested and advised that he would recontact Mr. BROSSEAU after talking the deal over with FRANK SINATRA and other directors of Reprise Records.

Mr. BROSSEAU stated he was subsequently recontacted by SHORE, who indicated that Reprise Records was interested in the deal. After several telephone calls between BROSSEAU and SHORE they had their first physical meeting at the New York Offices of the Curtis Company on 10/2,3/63. At this meeting contract arrangements, promotional material, etc., were discussed between MIKE SHORE and BROSSEAU.

Mr. BROSSEAU stated that SHORE subsequently returned to Los Angeles and they had numerous telephone calls before they again met physically on 10/25/63 at the Philadelphia Offices of Curtis Publishing Company. On this occasion, SHORE was the recipient of the telephone call from Dallas, Texas, referred to above. Mr. BROSSEAU stated the meeting on 10/25/63 was transferred to New York the following day and lasted until approximately the following Tuesday, 10/29/63 whereupon SHORE again returned to Los Angeles. Mr. BROSSEAU stated this last meeting concerned layout for advertising, final contractual arrangements, and other things connected with the album promotion. He noted that the album series consists of four albums of the shows "Guys and Dolls," "Finian's Rainbow," "Kiss Me Kate," and "South Pacific." The albums are offered exclusively through coupons printed in the various Curtis Publishing Company magazines. The ads for these magazines appeared in the December 7 issue of "Post" and the four previous issues. They likewise appeared in the December issues of the "Journal," the December issue of "American Home," and the January issue of "Holiday."

Mr. BROSSEAU advised that the records are manufactured by Reprise Records, a FRANK SINATRA enterprise, which has recently been sold to Warner Brothers. The business address of Reprise Records is 1347 North Cahuenga Boulevard, Hollywood 28, Calif., telephone number 213-466-8277. MIKE SHORE is the promotional

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man for Reprise Records. His home address is 109 North Almont Drive, Los Angeles 48, Calif., and his telephone number is 213-BR 2-9836.

Mr. BROSSEAU advised he did not know whether SHORE was also a Director or stockholder of Reprise Records, or whether he worked on a commission or salary basis or anything else concerning his exact position with the company.

Since their final meeting which began 10/25/63, Mr. BROSSEAU has continued to have telephonic contact with MIKE SHORE. In this regard, he noted that Saturday, 11/30/63, SHORE called him at his, BROSSEAU's, residence and inquired as to whether Curtis Publishing Company was interested in the exclusive story of JACK RUBY. He explained he had grown up in Chicago with JACK's brother EARL, and had maintained contact with EARL, who is a current resident of Detroit. He stated EARL has subsequently gone to Dallas, Texas, to be of whatever assistance possible to JACK RUBY. SHORE advised BROSSEAU that EARL RUBY called him thinking he had contacts in the publication industry and offered to throw his way or to a contact of his JACK RUBY's exclusive story. Mr. BROSSEAU stated that he subsequently placed SHORE in telephonic contact with DON SCHANCHE, Managing Editor of "Saturday Evening Post," whose business address is the New York headquarters of the Curtis Publishing Company.

Mr. BROSSEAU stated MIKE SHORE subsequently telephoned him and advised that he (SHORE) had placed SCHANCHE in contact with EARL RUBY. He stated that he was out of the picture and wanted no part of any arrangements and no financial reward for making any arrangements.

Mr. BROSSEAU stated he knows nothing further about MIKE SHORE other than the fact that he appears to be a brilliant businessman who was supposedly formerly associated with "Madman" MUNIZ. He stated he has never met or talked with JACK RUBY or EARL RUBY and knows nothing concerning them.