

UNITED STATES GOVERNMENT

Memorandum

TO : SAC, DALLAS (89-43)

DATE: 12/9/63

FROM : SA W. HARLAN BROWN

SUBJECT: LEE HARVEY OSWALD, aka;
ASSASSINATION OF PRESIDENT
JOHN FITZGERALD KENNEDY,
11/22/63, Dallas, Texas
AFO

At 3:51 p.m., 12/9/63, an individual who gave his name as JIM THOMPSON, but who refused to give his residence address and stated he was talking from a pay telephone, advised he had noticed in The Dallas Morning News on 10/23/63, an ad stating "BETTY PAIGE is terrific". He said this advertisement appeared in Section I, Page 9, and appeared to be an ad which cost \$20 to \$30. The word "terrific" was in italics and the ad had a black border around it. He said this did not say "watch this space" as most promotional advertising does say.

In two or three days after the ad appeared, he called The Dallas Morning News and was told by a secretary that Ken Ray Ford Co., in Dallas had run the ad. The secretary who gave him this information at the newspaper office stated she did not know what the ad meant.

In a few days his sister came to his residence and noticed the ad which he had torn out of the newspaper. Out of curiosity, she called The Dallas Morning News and was advised by the person talking that they did not know anything about this ad or who had placed it. Later THOMPSON said he called KEN GRANTHAM, Sales Manager of The Dallas Morning News, who vehemently denied knowing anything about the ad, but finally stated that the ad had been placed by ZEKE EVANS who was formerly employed by that newspaper. He said that EVANS was not now employed by the newspaper, but is employed by the Friendly Chevrolet Company on Lemmon Avenue in Dallas. GRANTHAM also claimed that he likewise did not know what the ad meant.

THOMPSON stated he made a telephone call to the Friendly Chevrolet Company and he was advised that ZEKE EVANS worked there and that EVANS was in his 30's.

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WHB:jt
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THOMPSON stated that this may be strictly a joke, or it could have some bearing upon the recent "tragic events" in Dallas. He stated the FBI probably had had the call traced, and again refused to give his address or telephone number.

ACTION: No investigation warranted.