

File No. 100-10461-10354

Date Received 5/21/64

From Irving D. Heverty
(NAME OF CONTRIBUTOR)

6422 Walnut Hill Lane
(ADDRESS OF CONTRIBUTOR)

Dallas
(CITY AND STATE)

Eugene F. Petras

By _____
(NAME OF SPECIAL AGENT)

To Be Returned Yes
No

Description:

Copy of commentary
to be enclosed with
the film "President
John F. Kennedy's Final
Hour, Dallas, Texas,
November 22, 1963" produced
by Dallas Cinema
Associates Inc.

DALLAS CINEMA ASSOCIATES, INC.
P. O. BOX 15521, DALLAS, TEXAS 75215

AFTER THE TRAGIC NUMBING HOURS OF NOVEMBER 22, 1963 AND ITS FATEFUL AFTERMATH HAD SETTLED INTO ITS PLACE IN HISTORY, A PALL OF SELF RECRIMINATION, MISCONCEPTIONS AND UNJUST ACCUSATIONS STILL LINGERED IN THE MINDS AND HEARTS OF PEOPLE IN THIS COUNTRY AND ABROAD.

AMIDST FOREMOST AMONGST THIS BACKGROUND OF SUSPICION WAS THE BESMIRCHING OF THE CITY OF DALLAS AND ITS CITIZENS FOR THE SUPPOSED HOSTILITY TOWARD THE PERSON OF THE PRESIDENT AND HIS ENTOURAGE. HAVING WITNESSED THE EXACT OPPOSITE OF THIS IN AN UNPRECEDENTED SHOW OF WARMTH AND AFFECTION TOWARDS THE PRESIDENT, HIS WIFE JACQUELINE AND THE REMAINDER OF HIS PARTY INCLUDING THE THEN VICE-PRESIDENT, LYNDON B. JOHNSON, IN THE COURSE OF HIS MOTORCADE THROUGH DALLAS, A GROUP OF CITIZENS ENDEAVORED TO GATHER A PHOTOGRAPHIC RECORD OF THIS PARTICULAR EVENT THAT WOULD BEST ILLUSTRATE WHAT THEY SAW AND TO SHOW THE WORLD THE PLEASANT WARMTH AND ENJOYMENT THAT SURROUNDED THE PRESIDENT ON THIS, HIS LAST HOUR ON EARTH.

UPON INVESTIGATION, IT WAS FOUND THAT THE NEWS MEDIA HAD NO DOCUMENTARY FILM ON THE MOTORCADE ITSELF, HAVING CONCENTRATED ON THE PRESIDENT'S AIRPORT ARRIVAL AND CROWD SCENES ALONG THE ROUTE, ANTICIPATING A COMPLETE STORY COVERAGE ON HIS LUNCHEON ADDRESS BEFORE THE GATHERED LEADERS OF THE CITY OF DALLAS, A DESTINATION NEVER REALIZED BECAUSE OF THE ASSASSIN'S BULLETS. THUS IT WAS THAT THE ONLY AVAILABLE FILMED RECORD OF THE DALLAS MOTORCADE ITSELF WAS THAT TAKEN BY AMATEUR MOVIE-MAKERS ALONG THE ROUTE OF TRAVEL.

AFTER AN EXHAUSTIVE SEARCH WAS MADE TO LOCATE PEOPLE WHO HAD TAKEN MOVIE FILM OF THIS PARTICULAR EVENT, ENOUGH FILM WAS FOUND TO TELL A COHERENT, POIGNANT STORY OF NOVEMBER 22, 1963, WHEN A PRESIDENT AND A CITY HAD A RENDEZVOUS WITH HISTORY.

THIS FILM, 8 MM., 200 FEET IN LENGTH AND IN FULL COLOR IS BEING PRESENTED BY DALLAS CINEMA ASSOCIATES, INC. P. O. BOX 15521, DALLAS, TEXAS, UNDER THE TITLE, "PRESIDENT JOHN F. KENNEDY'S FINAL HOUR, DALLAS, TEXAS, NOVEMBER 22, 1963".