

Memorandum

TO : Mr. Mohr

DATE: May 22, 1964

FROM : C. D. DeLoach

SUBJECT: ASSASSINATION OF THE PRESIDENT

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The Friday, May 22, 1964, issue of the "New York Herald Tribune," Page 9, has a full page ad with a four line headline reading, "God, I hope it isn't Oswald in the picture. But I want it established beyond any doubt at all..." Beneath the caption is a picture of a roll of camera film and then the following statement, "This Sunday the Herald Tribune will publish what is probably the most controversial photograph of the decade."

The advertisement states that the photograph was taken a split second after President Kennedy was shot, shows him through the windshield, his left hand raised to his throat. (This is apparently the Associated Press photograph which has been widely publicized.) In the background, the advertisement continues, is the Texas School Book Depository, in the doorway of which stands a man bearing a resemblance to Lee Harvey Oswald. The ad points out that the FBI said this is not Oswald but that a "New York Herald Tribune" reporter named Dom Bonafede has talked to a New Yorker (not identified) who wonders, has doubts and believes the full story has not been told.

The "Herald Tribune" will print the picture, enlarged, this Sunday in its New York magazine section.

ACTION TAKEN:

We here and at Dallas have absolutely "no commented" this matter today and will continue so doing. SAC Shanklin of Dallas telephoned and told Wick at 1:40 p. m. he is quite certain the photograph is that taken by Associated Press, which shows Billie Knowland Lovelady in the background. The FBI talked with this man long ago. He is employed still at the Texas School Book Depository and as recently as two weeks ago members of the press were taking his picture and commenting on his resemblance to Lee Harvey Oswald. Lovelady told newsmen he was getting tired of being bothered.

SAC Shanklin stated that a "Newsweek" representative in Dallas has now called the Dallas Office and said he understands the FBI has Lovelady in custody and will not permit pictures to be taken of him.

- 1 - Mr. Tolson
- 1 - Mr. Belmont
- 1 - Mr. Sullivan
- 1 - Mr. Rosen
- 1 - Mr. Jones

REW:dsjw 1-1964

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Comment to Gusto - memo to us - there I work all day

Wersby archive, Had College on line, "how many, was Billy Knowland, Nolan" Item 05

DeLoach to Mohr Memorandum, 5/22/64
RE: ASSASSINATION OF THE PRESIDENT

Wick instructed Shanklin to tell "Newsweek" and other callers on this matter that the FBI has not taken any one into custody and is not prohibiting any one from being photographed. We will answer the query here the same way, if asked.

We will continue no comment. This is an obvious attempt by the magazines and newspapers to increase circulation through sensationalism.

✓ JM T