

CASH REWARD

The attached sheet is a photostatic copy of the front and back sides of a mail-order coupon from an UNKNOWN publication which I am trying to identify.

This coupon is of considerable historical importance. It is believed that by means of this coupon Joe Harvey Oswald, using the alias "A. J. Hidell", purchased a .38 S&W revolver in the early part of 1963. This revolver was later used in the slaying of a police officer subsequent to the assassination of President Kennedy.

It is requested that anyone who has any information or any investigative agency has ever been able to identify the specific publication from which this coupon was clipped. The mail order house involved, Seaport Traders, Inc., was unable to identify it in 1964, and it is no longer in business under that name.

The original of the coupon itself is in the National Archives at Washington, D.C. It is printed on newsprint paper (light-weight, non-glossy), which eliminates most gun, hunting, and sports magazines as possible places where the ad might have been published and suggests a weekly or bi-monthly publication such as Shotgun News or possibly a detective or humor type of magazine on pulp paper. There is a portion of a cartoon on the reverse side (see copy).

In the company address on the front of the coupon, there is a department number, "AM-3" (see copy). If this follows the usual advertising practice, the symbol "AM-3" would signify that the name of the publication had the initials (or abbreviation) "         ", and that the specific issue was the third one of that year, e. g., March in the case of a monthly publication. However, because of possible errors or re-use of previous ads, it cannot be guaranteed that "AM-3" follows this rule. Incidentally, I am unaware of any gun, hunting, or sports publication having the initials "         ".

It is very likely that the issue of publication is 1963. Even here, however, there are some uncertainties because it is known to have served old magazines. Seaport Traders, Inc. is known to have served orders as far back as the 1950's. Such ads (and the reverse of the attached copy, however) may be found in the May '62 issue of Shotgun News, the issue of Shotgun News, etc.

... without ... it may be ...

... by the postmark ... containing ...

July 22, 1972