

ret'ro·spect

SUMMER 1997

VOLUME 2, NUMBER 3

A PUBLICATION OF THE SIXTH FLOOR MUSEUM AT DEALEY PLAZA

**EXTENDED
SUMMER HOURS**
During July and August the Museum will be open until
8:00 p.m. on Thursdays, Fridays and Saturdays.
For more information call (214) 742-6884.

Visitors Center Expansion Ushers in New Level of Service



New entrance to The Sixth Floor Museum's Visitors Center and Museum Store. The Museum and Store will be open for extended summer hours on Thursdays, Fridays and Saturdays during July and August from 9:00 a.m. until 8:00 p.m.
Andy Hanson/The Sixth Floor Museum at Dealey Plaza

Visitors who come to The Sixth Floor Museum at Dealey Plaza for the first time this summer may not realize it, but they are the beneficiaries of a recently completed major expansion and renovation project designed to make their visit to the Museum a more pleasant and rewarding experience.

What these visitors have found—thanks to the million-dollar expansion and renovation project which increased the Visitors Center from 4,000 to 6,500 square feet—is a more spacious and visitor-friendly environment than previously existed at the Museum. Construction was completed in early June, and visitors have been enjoying the benefits ever since.

"The expanded Visitors Center is a direct result of our growing audience," said Jeff West, Executive Director. "We look forward to being able to better serve our visitors and assure that they have the best experience possible."

For summertime visitors, when Museum visitation is at its annual peak, a major benefit of the expansion program is the

Museum's larger lobby area. In the past, visitors often had to queue up in a line stretching outside the building and down the sidewalk. Now visitors can wait in air-conditioned comfort.

There are numerous other benefits for visitors as well—including a greatly enlarged Museum Store. Not only does the store now carry a greater variety of educational and commemorative items to offer visitors as a remembrance of their visit, but it promises to deliver more revenue to support the Museum, its expanded programs and ongoing operations.

A new entrance and exit on the north side of the Visitors Center welcomes visitors coming from the nearby West End Historic District, and addresses problems of traffic flow and congestion that have grown with Museum visitation over the years. Some 432,000 visitors toured the Museum last year—more than double the amount during the Museum's first year of operation in 1989. (Visitation is expected to increase to some 600,000 visitors annually by the year 2000.)

Is it possible to undergo a major expansion project while continuing to serve the public at a national historic site? Amazingly, yes. This expansion project took place while the Museum continued to be open for business. Credit both the Museum's staff and our visitors for making the best of uncomfortable times during the disruptive influences of the construction period.

The project also set the standard for future expansion of Museum activities—to the seventh floor and in a Public Research Center to be located elsewhere in the building.

We invite you to visit us this summer, and see these results for yourself. The Sixth Floor Museum at Dealey Plaza is open seven days a week from 9:00 a.m. until 6:00 p.m. During July and August the Museum will be open for extended summer hours on Thursdays, Fridays and Saturdays, from 9:00 a.m. until 8:00 p.m. ■

Bob Porter is the Director of Public Programs at The Sixth Floor Museum at Dealey Plaza.



Chairman Andy Stern with Judge Lee Jackson and Andy Hanson/The Sixth Floor Museum at Dealey Plaza

Mike Collins, Sherry Tupper and Bill McKenzie, with their recognition awards for outstanding service to The Sixth Floor Museum
Andy Hanson/The Sixth Floor Museum at Dealey Plaza



A Tribute to Jackie Chair Cayla Woodruff, with Executive Director Jeff West and Janet Evans, President of the North Texas Chapter of the Leukemia Society of America. A Tribute to Jackie: An Exhibition of Photographs by Jacques-Louis Levee to Benefit the Leukemia Society of America, opens at the Museum on October 9, 1997.
Andy Hanson/The Sixth Floor Museum at Dealey Plaza

Exxon Community Summer Jobs Program Provides Interns



Board Secretary Phillip Shinoda, with Registrar Megan Bryant, Intern Kim McCoig and Exxon CSJP Intern Heather Russell
Andy Hanson/The Sixth Floor Museum at Dealey Plaza

This summer The Sixth Floor Museum at Dealey Plaza is benefiting from four interns working with our historic collections. For the third year in a row, the Museum has received generous support from the Exxon Community Summer Jobs Program for a collections internship. Through the Community Summer Jobs Program, Exxon provided grants for seventy-five Dallas area nonprofit organizations to hire college undergraduate students for an eight-week period. This year the Museum matched Exxon's 1997 support to bring in three additional interns for the summer.



As the Museum's Exxon CSJP Intern, Heather Russell, a senior majoring in History at the University of Texas at Arlington, is reviewing, processing, and cataloguing the Museum's largest individual collection—the Julia Knecht Collection. Chad Wolf, a junior majoring in History at Southern Methodist University, and Geoffrey Schmalz, a junior majoring in History at Macalester College in St. Paul, Minnesota, are working on verifying and cataloguing collections acquired by the Museum prior to 1994.

The Museum's fourth intern, Kim McCoig, a junior at Austin College with a double major in History and English, is assisting with a complete, item-by-item inventory of the Museum's collections. McCoig interned with the Museum last summer also.

While the interns are accomplishing this valuable work, the Museum is contributing to the training of upcoming museum professionals.

The Sixth Floor Museum at Dealey Plaza is grateful for the work of these interns, and the support of the Exxon Community Summer Jobs Program for making these internships possible.

Megan Bryant is the Registrar for The Sixth Floor Museum at Dealey Plaza.



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Summer is upon us and with it comes the Museum's busiest season. Visitors this summer will be welcomed in our newly renovated Visitors Center which officially opened on June 17, 1997. The inaugural ceremony included presentations to Bill McKenzie, past Chairman of the Museum's Board of Directors, and outgoing Board members Mike Collins and Sherry Tupper—in appreciation for their dedicated service to the Museum.

In addition to facilities for after-hours events, the expanded Visitors Center includes a new box office and an enlarged Museum Store. Thanks to the patience and hard work of Museum staff members, we were able to maintain our regular hours throughout the construction period.

Speaking of hours, we will be open until 8:00 p.m. Thursdays, Fridays and Saturdays during July and August to better serve our visitors.

If you have not had an opportunity to visit the Museum since the dust has settled, I urge you to do so. We think you'll like what you see.

JEFF WEST
Executive Director
The Sixth Floor Museum at Dealey Plaza

Minute-by-Minute on the Dow-Jones News Wire



Assistant press secretary Malcolm Kilduff, facing reporters, makes the official announcement of President Kennedy's death at 1:30 p.m. CST at Parkland Hospital. The Associated Press bulletin of this announcement appears on the Dow-Jones news wire donated by William H. David. In this previously unpublished photograph, *Dallas Times Herald* reporter Bob Fenley (far left) stands behind Bob Welch, the Channel 5 photographer and reporter recording Kilduff's announcement. Fenley's notes and mementos, including his press pass, were donated to the Museum by his widow Sarah in 1995. *TIME* magazine's Hugh Sidey appears by Kilduff's shoulder.
Dallas Times Herald Collection/The Sixth Floor Museum at Dealey Plaza

When major news stories break, their impact can hit Wall Street hard—and that's what happened when gunfire ended the life of President John F. Kennedy. Now, thanks to a donation from a New York securities analyst, the Museum can document the information received by financial institutions around the world.

William H. David, then a securities analyst, recently donated his personal copy of the Dow-Jones news wire from November 22, 1963. The paper teletype, printed by a typewriter-like machine connected to a telephone line, measures about six inches wide and twenty feet long. It covers the time from 12:30 p.m. to 5:00 p.m. CST.

The Dow-Jones News Service, a subscription service for those in the financial industry, offered shortened news stories from two of the largest news sources, the Associated Press and United Press Interna-

tional, and added stories from its own reporters. The selections were chosen to represent events that might influence business decision-making.

Within minutes of the shooting, investors sold off stock to avoid losses from plummeting prices, and the Dow ticker was soon eight minutes late trying to keep up with transactions. Just before 1:00 p.m. CST, this announcement appeared:

"As instructed by the SEC (Securities and Exchange Commission), the Board of Governors of the New York Security Dealers Association has requested its members to cease trading until further notice."

Stock exchanges around the world closed down shortly afterwards.

David, who lives in Brooklyn, New York, retrieved the teletype from his office the night of the assassination. The cleaning

crew had not yet gotten to his wastebasket. Although David told us he generally doesn't save things, he carried this ticker tape with him through several moves.

Last fall, David learned that Sotheby's had auctioned a similar copy of the Dow-Jones wire covering the entire day from the opening of the stock market through closing. He called Sotheby's and learned The Sixth Floor Museum at Dealey Plaza was also interested in such items. His next call came to our Director of Interpretation, Marian Ann J. Montgomery.

"At first, I was afraid he wanted to sell his copy to the Museum," said Dr. Montgomery. "Since we couldn't afford the complete wire at the Sotheby's auction, I felt sure we didn't have enough in our budget for his version. We are thrilled Mr. David chose to donate this important artifact." ■

*Gary Mach is the Archivist
 for The Sixth Floor Museum at Dealey Plaza.*

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THE SIXTH FLOOR MUSEUM
at Dealey Plaza
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The Sixth Floor Museum at Dealey Plaza is a non-profit organization.

The Museum is located at the northwest corner of Houston and Elm Streets on the western edge of downtown Dallas. Paid parking is available to the north and west of the building as indicated on the map below.

The Sixth Floor Museum Visitors Center is located directly behind the former Texas School Book Depository building. The entrance to the Museum is on Houston Street between Elm and Pacific; wheelchair access is on the north side of the building. All Museum films are captioned. The Visitors Center has a Museum Store, and is located in the West End Historic District, which offers numerous restaurants, shopping and entertainment.

The Sixth Floor Museum is open seven days a week from 9:00 a.m. to 6:00 p.m. Open extended hours during July and August on Thursday, Friday and Saturday evenings until 8:00 p.m.

ADMISSION WITH AUDIO TOUR

Adult \$7 Senior (65+) \$6
Student/Child (6-18) \$6

Audio Guides are available in seven languages.
Children's Audio Guide (ages 6-11)
available in English.

ADMISSION ONLY

Adult \$5 Senior (65+) \$4
Student/Child (6-18) \$4

Children under age 6 admitted free.

FOR MORE INFORMATION

Administrative Offices.....(214) 747-6660
Corporate and Group Tours...Keith W. Hickman
Public Research Center and Archives...Gary Mack
Contributions.....Larissa M. Church

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JOIN US

today as a

CHARTER MEMBER

The Sixth Floor Museum serves as the interpretive center for the assassination site at the Dealey Plaza National Historic Landmark District in Dallas, Texas. Each year nearly half a million visitors come to the Museum to learn about the life, times, death and legacy of President John F. Kennedy.

Charter Members provide vital support for the Museum's dynamic educational and interpretive programs—including our award-winning audio tour and exhibition on the sixth floor of the former Texas School Book Depository building.

Members enjoy unique benefits and privileges—from Express Entry at the Museum box office, to free admission and audio tours, discounts in the Museum Store, invitations to special events and lectures, and a subscription to this newsletter, *ret'ro-spect*.

But perhaps your greatest benefit will be knowing you are helping to preserve the historical legacy of President John F. Kennedy—and giving new generations the chance to learn about one of the most important events in American history and the twentieth century.

We invite you to join us today as a member of The Sixth Floor Museum at Dealey Plaza. Charter Memberships are still available for as little as \$35. For more information call our Membership Hotline at (214) 747-6660 ext. 6621.



The Sixth Floor Museum

AT DEALEY PLAZA

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