

1 MR. ALEXANDER: I believe that's all.

2 RE-CROSS EXAMINATION

3 BY MR. BELLI:

4 Q You have seen some peculiar people write ads, and
5 indeed you have seen some books done by peculiar people too,
6 haven't you?

7 MR. ALEXANDER: Now, we object to that, Judge.

8 MR. BELLI: That is all.

9

10 JOHN NEWNAM,

11 a witness called by the State, being first duly sworn,
12 testified on his oath as follows:

13 DIRECT EXAMINATION

14 BY MR. ALEXANDER:

15 Q Your name is John Newnam?

16 A Right.

17 Q What is your business or occupation?

18 A I am on the retail advertising staff of the Dallas
19 News.

20 Q And how long have you been with the Dallas News?

21 A Well, since 1936.

22 Q I will ask you if your office is in the large office
23 on the second floor of the Dallas News Building?

24 A Yes, sir, it is.

25 Q And directing your attention to November 22, 1963,

Handwritten notes:
Dallas News, Nov 22, 1963
Exhibit 3
John Newnam
from [unclear]

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DALLAS, TEXAS

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John Newnam Exhibit 3

NEWNAM EXHIBIT No. 3

1 I will ask you if you worked that day?

2 A Yes, sir, I did.

3 Q And would you recall whether or not that was the day
4 that President Kennedy visited Dallas?

5 A Yes sir, it was.

6 Q Did you see the parade?

7 A Yes, I did.

8 Q And after the parade passed, wherever you watched it
9 from, did you go back to work?

10 A Yes sir, I did.

11 Q And what time did you arrive back at your office?

12 A Approximately 12:40.

13 Q At the time that you went back to your office, did
14 you know that the President had been shot?

15 A I did not.

16 Q When you arrived at your office, I will ask you if
17 you saw the Defendant in this case, Jack Ruby?

18 A Yes sir, I did.

19 Q Do you see Jack Ruby in the courtroom?

20 A Yes, there is Jack sitting there.

21 Q All right, when you got back to your office at 12:40,
22 where did you see Jack Ruby?

23 A At my desk.

24 Q And did you notice what he was doing?

25 A He had just got through preparing his ad for the next

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NEWMAM EXHIBIT No. 3—Continued

1 day, and was looking at the paper. /

2 Q Did you have a conversation with him?

3 A I spoke to him as usual, yes.

4 Q Did he speak back to you?

5 A Yes, he did.

6 Q How long have you known Jack Ruby?

7 A Ever since he had opened his club, which was a private
8 club at first, down on Commerce Street. I don't know how many
9 years ago, five or six years.

10 Q It would have been more than one year?

11 A Yes sir, it would.

12 Q And from time to time did he come in to place ads and
13 discuss his business with you?

14 A He did.

15 Q Now, shortly after you arrived back at 12:40, I will ask
16 you if word was passed out that President Kennedy had been shot?

17 A Yes, it was.

18 Q What, if anything, did you do as regards getting up-to-
19 date news, or watching television about the assassination?

20 A In the corner of our office, in our Promotion Director's
21 office, there was a small television set which he uses on
22 occasions.

23 Q And what is the name of that man?

24 A Mr. Dick Jeffery.

25 Q Mr. Dick Jeffery?

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NEWNAM EXHIBIT No. 3—Continued

1 A Yes sir.

2 Q And where in that second floor was Mr. Jeffery's office
3 located?

4 A It's in the corner, I would say the northwest corner
5 perhaps, maybe a little the other direction. It's at the
6 corner facing the Dallas Hotel and Plaza outside in the front.

7 Q All right, I will ask you if you saw Jack Ruby in front
8 of Mr. Jeffery's office watching the television?

9 A Yes, I was over there myself, and Jack was over there
10 listening with the rest of them.

11 Q Did you hear him say anything?

12 A I don't recall any specific comments at that time.
13 There was a lot of comment.

14 Q Was there anything unusual about his behavior at any
15 time that you saw him that day?

16 A Nothing unusual I would say, no more than anyone else.

17 Q Were you all stunned there and deeply grieved by the
18 news?

19 A Yes.

20 Q Have you looked out the window which is opposite Mr.
21 Jeffery's door toward and across the Plaza towards the Dallas
22 Hotel?

23 A Yes, sir.

24 Q I will ask you if it is possible to see the building
25 known as the Texas School Book Depository, from that window?

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NEWNAM EXHIBIT No. 3—Continued

- 1 A It is.
- 2 Q I will show you what are in evidence as State's Exhibits
3 Nos. 1 and 2, and ask you if you can identify those exhibits?
- 4 A Yes, I can.
- 5 Q And I will ask you if those two exhibits represent the
6 scene that one sees when he looks from the window opposite Mr.
7 Jeffery's door?
- 8 A It is.
- 9 Q I will ask you if State's Exhibit No. 2 appears to be
10 taken from directly in front of Mr. Jeffery's door?
- 11 A I would say it was, yes.
- 12 Q Now, I will ask you if Mr. Jeffery's office is completely
13 separated by a wooden partition or if it was separated by a
14 glass partition from the remainder of the office?
- 15 A It's a glass partition.
- 16 Q A glass partition?
- 17 A Yes sir.
- 18 Q Would you indicate to the Jury, just point where the
19 Texas School Book Depository Building is, in each of these
20 exhibits?
- 21 A Right here -- and right here (indicating).
- 22 Q And I will ask you if that is approximately between the
23 Dallas Hotel and the Post Office -- in other words in the
24 picture the building appears to be between the Dallas Hotel
25 and the Post Office?

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NEWNAM EXHIBIT No. 3—Continued

1 A Yes, I see what you mean -- yes it does.

2 Q Now, can you tell us, this is for the purpose of the
3 record, I will ask you if it is possible to see Elm Street,
4 as it passes the Texas School Book Depository, or is the
5 street itself obscured by the Live Oak trees in the Plaza?

6 A I would say it is obscured.

7 Q Do you know what time that Jack Ruby left the Dallas
8 News office?

9 A The exact time I am not sure, I would say approximately
10 1:30 or a little after.

11 Q Could you tell us about how many ads a week that Jack
12 Ruby run with the Dallas News?

13 A That would fluctuate a little, possibly between three
14 and five average.

15 Q And did Jack Ruby personally take care of his ads?

16 A Yes, he did.

17 Q For the most part, did he write his own ads?

18 A For the most part, yes.

19 Q Did he appear to be competent in that phase of his
20 business?

21 A Yes, I would say very competent.

22 Q I will ask you if there was anything unusual about
23 Ruby's behavior over the period of time that you knew him;
24 did he appear to be normal?

25 A As far as I know. I knew him in his business, and he

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NEWNAM EXHIBIT No. 3--Continued

1 appeared normal, as far as I was concerned.

2 Q I will ask you if he could be characterized as a rather
3 volatile excitable individual, talked fast, talked loud, per-
4 haps waved his arms sometimes when excited, or just tell us
5 how he appeared to you?

6 A Well, yes, I think Jack is excitable. Our conversa-
7 tions at times, he would tell me that he was, and sometimes
8 he would be more so than others.

9 Q But there never appeared anything abnormal about his
10 behavior?

11 A No. As a matter of fact we got along just fine.

12 MR. ALEXANDER: Pass the witness.

13 MR. BELLI: Your Honor, we have some notebooks
14 brought here that we just bought at the book store, if the
15 Jurors want to take some notes.

16 THE COURT: No, sir, the Jurors do not take
17 notes of the testimony, Mr. Belli.

18 MR. TONAHILL: Exception.

19 CROSS EXAMINATION

20 BY MR. TONAHILL:

21 Q Mr. Newnam, you say that Jack was more excitable at
22 various times than he was at others?

23 A Well, on occasion, yes.

24 Q Will you explain some of those occasions and what
25 prompted the excitement which you considered to be more

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NEWNAM EXHIBIT No. 3—Continued

1 unusual than the other occasions, such as being calm and
2 collected?

3 A Well, I believe it would probably be in reprimanding
4 his employees in some manner.

5 Q He would get pretty hysterical then, would he not?

+ 6 A Well, I suppose a degree, what you call hysterical.
7 He would get excited. He would get excited.

8 Q Very excited, and after it was over would he calm down
9 and appear as though nothing had ever happened?

10 A Well, in his dealings with me, we always got along fine.
11 We never had any difficulties. We would continue with what-
12 ever he was doing.

13 Q And then after these reprimands, where he became
14 hysterical and very excitable, after they were over did he
15 then regain his composure and calmness?

16 A Yes sir.

17 Q And appear as though nothing had taken place at all?

18 A Well, as far as I am concerned.

19 Q Do you know what time he arrived at your office the
20 morning of November 22, 1963?

21 A No sir.

22 Q And you got there about what time?

23 A You mean what time I arrived at the office that day?

24 Q Yes.

25 A We get there about 8:30 in the morning.

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NEWNAM EXHIBIT No. 3—Continued

1 Q Well, I mean what time during the noon hour did you
2 come in?

3 A It was around 12:40.

4 Q 12:40, and how do you fix the time?

5 A I fix the time because I witnessed the motorcade at
6 the intersection of Main and Austin, I believe it was the
7 southwest corner across from Senger-Harris, and was with some
8 of the other men from the office. After the motorcade passed,
9 then I walked back to the office. That day there was an
10 extremely large crowd, and I would say it would take probably
11 ten or twelve minutes to walk back.

12 Q When you returned to your office, did you then see Jack
13 and go have a discussion with him regarding his ad?

14 A Not regarding the ad. I spoke as usual, and I had
15 some things that I had to get out of the way myself, because
16 we were past the noon deadline. So I went ahead and worked
17 on what I had to get out of the way, and Jack was sitting at
18 my desk.

19 Q Jack was sitting at your desk?

20 A Yes, sir.

21 Q And that being the week end, it was customary for Jack
22 to come over and meet the deadline, and prepare his layout for
23 his night club advertisement that went into your paper, is
24 that correct?

25 A That's correct sir.

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NEWNAM EXHIBIT No. 3—Continued

1 Q And Jack frequently did those ads himself?

2 A Yes sir.

3 Q Particular the week ends?

4 A Yes sir. I worked with him, as is my job.

5 Q And what was the deadline for getting his ad in the
6 paper?

7 A I believe the deadline for getting the ad in the paper,
8 space reservation, 12:00 o'clock; release copies at 2:00.

9 Q Well, Jack had to attempt that himself or he wouldn't
10 get his week-end ad in your paper on that occasion, and
11 particularly in view of the influx of people that had come to
12 town, I take it, for the week end?

13 A Well, of course, he didn't come down every day to place
14 it. Sometimes we transacted it over the telephone, but he
15 would make frequent trips to the office to take care of this
16 himself.

17 Q That would be more or less on the weekly ad, would it
18 not, the phone call, and on the week end he would supply it
19 himself?

20 A Yes, I would say so.

21 Q All right, and how soon after you arrived and talked
22 with Jack and what about your work, was it before President
23 Kennedy was assassinated?

24 A I don't quite understand the question.

25 Q How long was it before President Kennedy was assassinated,

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NEWNAM EXHIBIT No. 3—Continued

1 after you arrived at your office and entered into that con-
2 versation with Jack Ruby?

3 A You mean how long was it before we knew about it?

4 Q Yes, before you and Jack knew about it?

5 A It was just a short while.

6 Q Five minutes, ten minutes, more or less?

7 A I would say no more than five, perhaps.

8 Q No more than five.

9 A I am not exactly sure about the time.

10 Q Well now, how long had it been since the President was
11 assassinated, before you and Jack learned about it?

12 A I would say possible fifteen minutes.

13 Q Fifteen minutes. And during that time, you learned he
14 was assassinated, you say Jack appeared to be calm, and
15 composed, is that right?

16 A Yes sir.

17 Q All right now, after you and Jack learned that the
18 President was assassinated, did you run to this television
19 in Jeffery's office, and look at it?

20 A Well, we walked into there, we didn't run. There was
21 utter confusion, I might say, about this time, because no one
22 was sure that this had happened. But there was news coming
23 in over the television. And, so, we went to find out, to see
24 what was going on.

25 Q Well, what were the rumors, as they came in, did any

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NEWNAM EXHIBIT No. 3—Continued

1 rumors come in that a Secret Service man had been shot, or
2 that the Governor had been shot, that the President had been
3 shot; was there some mixup on who was shot?

4 A I would say there was. There was a rumor of some Secret
5 Service agent being shot, yes.

6 Q Now, when the word came it was the President, just what
7 took place with reference to the emotional impact and effect
8 it had upon Jack Ruby, and the others there?

9 A Well, to answer your question, first on me, I was
10 utterly stunned, I couldn't believe it. And I am sure that
11 Jack felt the same.

12 Q You could tell from his appearance that he was very
13 greatly stunned, and shocked, and bewildered?

14 A Yes.

15 Q Became overcome, was he not?

16 A Well, I don't know whether he was overcome or not, but
17 he was upset.

18 Q Now, did you and Jack stand and look at the television
19 from about 1:30 until about 1:45, when you got the news of the
20 assassination?

21 A Not at that time, no, sir. Jack left the office
22 between 1:30 and 1:45, and it was prior to this that we
23 watched the television.

24 Q Well, during the period that you and Jack were watching
25 television, and getting the news of the assassination of the

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NEWNAM EXHIBIT No. 3—Continued

1 President, was Jack's emotion and excitement, and feeling of
2 emotional impact because of the loss of the President, was it
3 increasing?

4 A I don't know whether it was increasing. I am sure it
5 must have been in him or everyone else. Of course, about this
6 time we had complete confusion within our office, due to the
7 fact that a lot of people had heard of this, a lot of adver-
8 tisers heard of this on the radio and on television, and we
9 had cancellations of advertisements for the following day. We
10 were trying, attempting to take care of those.

11 Q Do you remember some of the things that Jack said at that
12 time?

13 A I don't recall, no, sir.

14 Q You don't recall. Now, Jack went to the phone and
15 called his sister, Eva Grant, did he not?

16 A He did, yes, sir.

17 Q Jack was crying at that time, was he not?

18 A I don't recall whether Jack was crying at the time. I
19 didn't pay that much attention.

20 Q But he was upset. Jack called you over to the telephone
21 while he was talking with his sister, Eva Grant?

22 A He did.

23 Q And was Eva carrying on and crying too?

24 A Very much so. She was carrying on over the telephone,
25 I don't know whether she was crying or not. She was

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NEWNAM EXHIBIT No. 3—Continued

1 emotionally upset.

2 MR. BELLI: I don't think we got the last phrase,
3 Eva what? Was what?

4 (Read back by the Reporter "emotionally upset")

5 Q Did Jack call you over to the phone and ask you to listen
6 to the sister, Eva, crying?

7 A He did.

8 Q You learned, did you not, that Jack cancelled his ad
9 that afternoon in the Dallas Morning News that he was going to
10 run for the week end?

11 A Well, he cancelled it or changed it, sir.

12 Q Or changed it to another?

13 A I don't know that it had been changed, no.

14 Q But you did learn later he changed it?

15 A Yes, I did.

16 Q Through sorrow and grief.

17 A I believe he changed it to being closed for the week
18 end, what two days I don't recall.

19 Q Well, he thought that his business should be closed that
20 day and the following day?

21 A That was the purpose of it, yes sir.

22 Q I believe you called someone in the composing room to
23 take care of that matter, didn't you?

24 A It's my understanding, I don't know who or what time it
25 was.

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NEWNAM EXHIBIT No. 3—Continued

1 Q You would consider Jack temperamental and extremely
2 fussy about his ad, would you not?

3 A Well, yes.

4 Q He never put anything immoral or off color in your paper,
5 did he?

6 A No sir. It is our job to see that that does not
7 happen.

8 Q Before you learned about the President's assassination,
9 isn't it a fact that Jack was complaining very bitterly about
10 a full-page ad that had appeared in the Dallas Morning News
11 and started off, "Welcome Mr. President," and actually con-
12 tained a series of insulting questions to President Kennedy?

13 A Jack, I believe, was either looking at or had discussed
14 the ad of some nature.

15 Q I show you this photocopy and ask you to look at it,
16 and examine it.

17 MR. TOMAHILL: Mark it, please.

18 (Thereupon, the said instrument
19 was marked as Defendant's
20 Exhibit No. 1, for identifica-
tion.)

21 Q Is this a true and correct copy of the ad that appeared
22 in the Dallas Morning News on Friday, November 22nd, 1963, on
23 page 14, section 1?

24 A It has our date line, the local -- I suppose it is.

25 Q You see nothing about it that is any different?

A Well, I haven't read it, I don't know.

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NEWNAM EXHIBIT No. 3—Continued

1 Q Will you look at it, would you please examine it.

2 A It looks similar -- verbatim I don't know for sure,
3 because I couldn't say.

4 MR. TONAHILL: We have a copy of the original
5 here among the other papers, do you have any objections
6 to that, we can get the original.

7 MR. ALEXANDER: Is that a true copy?

8 MR. TONAHILL: Yes, it is a true copy. We can
9 get the other later.

10 We offer it into evidence. Is it received in
11 evidence, Judge?

12 MR. WADE: No objection.

13 THE COURT: All right, it is admitted in evidence.

14 (Defendant's Exhibit No. 1
15 was admitted into evidence.
16 Photostatic copy of the
17 original attached hereto)

18 Q (By Mr. Tonahill). Mr. Newnam, Jack Ruby was extremely
19 upset about this ad, was he not?

20 A He was critical of the paper for accepting it, he was
21 concerned about it, yes sir.

22 Q It's a highly insulting advertisement to President
23 Kennedy, is it not?

24 MR. ALEXANDER: Your Honor, that we have to
25 object to.

THE COURT: Sustain the objection.

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NEWNAM EXHIBIT No. 3—Continued

1 Q Do you consider this as insulting?

2 MR. ALEXANDER: We object to that, it speaks for
3 itself.

4 THE COURT: All right.

5 Q Did Jack ask you why this ad was run in the paper,
6 didn't he complain and criticize the paper, and say that the
7 paper was going to be highly criticized because of the ad?

8 A It's possible that he did, yes sir.

9 Q Did you agree that you did not know why they accepted
10 it?

11 A I don't recall any particular conversation on that,
12 because in our business the man who accepts those, accepts
13 it, and that's his responsibility.

14 Q The Dallas Times Herald didn't run this ad, did they?

15 A I don't recall if they did or not, sir.

16 Q Did you take the ad from this individual who has got
17 his name down there as Bernard Weissman, or was it sold by
18 someone else?

19 A Someone else on the staff handled it.

20 Q So someone came in and bought this ad and paid for it
21 in cash, did they not?

22 A Oh, yes, that type advertising is required to be paid
23 for.

24 Q It wasn't by check?

25 A I don't know, sir, how he paid for it.

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NEWNAM EXHIBIT No. 3—Continued

1 MR. TONAHILL: I pass it to the Jury.

2 THE COURT: All right.

3 MR. BELL: Has it been introduced?

4 MR. TONAHILL: It is in evidence.

5 Q Can you tell us how many blocks the Texas School Book
6 Depository Building is from the Dallas Morning News? This is
7 Exhibit, State's Exhibit No. 2 here. Is it about five blocks?

8 A I would say about five blocks, yes sir. I never counted
9 them, I cannot be exact, but I believe it is five blocks.

10 Q You have learned and heard of a number of peculiar
11 things that Jack has done, when he has these emotional states
12 from time to time, where you describe him as being more
13 excitable at certain times than others, have you not?

14 A I have heard of such, yes sir.

15 Q Some of them get very strong, do they not?

16 A I would say so, yes.

17 Q Now, you folks always wanted Jack to have his ads there
18 for the week end, around noon, in order to meet the deadline,
19 because of his temperamental manner in writing the ads himself,
20 and then changing it, and things of that nature?

21 A Well, yes, we would like it first to meet the deadline,
22 and, of course, secondly, we always like to check the copy,
23 which we are required to do.

24 Q He has got there late at various times, and you have
25 had to reprimand him for being late, haven't you?

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NEWNAM EXHIBIT No. 3—Continued

1 A Yes, I have.

2 Q The Friday ad is important for him, is it not, because
3 he usually makes Friday night -- he made Friday night a free
4 night for the ladies, did he not?

5 A There was a time when he was running the free Friday
6 nights. Whether this had been discontinued, I don't recall
7 offhand, but the week end business was important.

8 Q He rarely ever missed putting his ad in the paper him-
9 self on Friday noon, did he?

10 A Rarely ever.

11 Q And you know, do you not, that Jack habitually stayed
12 up late, and slept late in the mornings?

13 A Yes.

14 Q MR. TONAHILL: I believe that is all, thank
15 you.

16 Q MR. ALEXANDER: That is all, thank you sir.
17

John Newman Exhibit 3

NEWNAM EXHIBIT No. 3—Continued