

2413 Seenie Drive
Austin, Texas
Sunday 4 p.m., April 4, 1943

Dearest love:

Saturday morning I went by to see if Mrs. Johnson was home yet but she wasn't. Then Saturday night she called me --having just arrived--to say that there were a couple of letters and a telegram there for me. I regretted the delay that had elapsed in my getting this stuff but couldn't help what's already happened. Escoe called the Chamber of Commerce this morning, albeit Sunday, and got them to open up and give him two maps, which he fixed up for Mr. Ring, as his wire requested, and got them off airmail special to him. They should arrive tomorrow.

Mrs. Johnson brought Rebekah and all the contents of her apartment, which she had given up in San Antonio. We arranged that I would come out and stay with her beginning Monday or Tuesday, or as soon as she can get all this baggage and household stuff put up. Rebekah is not feeling well at all.

Tonight I have a dinner date with Elithe Hamilton Beale, director of Radio House at the University, and intend to learn all I can from her. I understand from Escoe that they see a lot of each other and work on shows together--that the University is quite helpful to KTBC and rather favors it. Will form an estimate for myself of what she thinks of our personnel.

Have called Dorothy Muekleroy, she was out of town for the day, and when I get her expect to make arrangements to go over and spend night with her about Tuesday. Probably one night only. Shall I go to Abilene and try to see how KRBC compares?

7 a. m. Monday

Darling, I had the most thrilling experience last night! Mrs. Beale is SOMEBODY and I've never spent a more stimulating three hours! After dinner she took me out to Radio House at the University and showed me how they do their whole works--write the script, cast the characters, sometimes write the musical score and almost always play it, just put on the whole darn show right out of their own brains and talent. And the finished product is a polished, masterly thing like Hollywood at its best. I listened to three transcriptions of their shows that had gone over our station, one of a series of 20 shows about "Women at War"--this one about rationing--, one "A University at War", and the third and most effective a war bond show just about John Citizen and going up on Mt. Bonnell on a picnic and the kind of life we lead here in Austin--a beautiful thing with the general theme being "America the Beautiful" but brought right down to home in Austin.

It seems Radio House divides its products between the two stations and sometimes gives one over WOAI or other network stations also, the amount each station gets depending to some extent on how they can get together on time and general cooperativeness, but the general policy being to keep it about even. I'm sure we sell spots before and after these shows but don't know whether we are allowed to get a sponsor for the show itself--the series of 20 "Women at War" was sponsored by the AAUW, I know, and I suppose they paid for it. Will ask Escoc about this when he returns from Dallas. At any rate I know it's the best thing we can have at present to get listeners and I surely want to latch onto any Mrs. Beale is producing. I surely would love, if we had enough money, to hire her for a program director and script writer. I've got a friend to look up, quietly, the salaries the staff in Radio House gets.

I talked to Mrs. Beale about the personnel problem that is going to be increasingly critical with us all, hoping I could sort of get a line up on some of their students and have a "pool" to call on when we lose some of ours. It wasn't very encouraging. Less and less folks are interested in part time work, she said,--more money and working harder to get through school in war-shortened-time. We have at present one girl, Janice Long, full-time, who worked at Radio House some. We also have one full time and one part time boy from there, but are going to lose one of them next week--he has appointment to Annapolis (from San Angelo). Radio House has a top enrollment of about 100. I listened to three announcers and two other script writers besides Mrs. Beale herself that I would love to have. I'm surely going to get to know this lady better. She's young, about 33, efficient and brisk looking, well groomed, rather pretty. We had a nice chat about Bill Kittrell.

I wanted to take their courses by extension but none of them are offered...surely would take them if I lived here. Think I'll get Emily started in them as she is already a drama major and writes rather well, and besides she needs an interest.

Well, enough of that.

Bill Clark called Saturday night to say the contract had been approved at \$125 a week and would I please send someone up to see him, or talk over the telephone, to settle program plans, time, and all arrangements. I jumped with joy. Since Escoc was to be there anyway I directed him to go by Monday morning, though I rather hated to, remembering that he made some sort of faux pas with Bill as well as with Winfrey.

Yesterday noon I had a wonderful time with the Paul Boltons. Just the family and a delicious dinner and good talk. Paul had his audition and his voice is alright, not terribly good, too fast and not enough variation--too level. I told him just what I thought of it and he is interested in improving it--it's basically good enough. Says he wants to go on just one time a week

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instead of the three times you suggested until the legislature adjourns (around May 11), because he is so busy now he won't have enough time to devote to it to get three really good scripts together and he wants them to be tops. He wanted either Saturday afternoon or sometime Sunday and will give a sort of summary of these weeks news with predictions, like Pearson. I don't see why he doesn't start next Sunday? Shall tell Escoe to work out his time unless you say not.

Dorothy Muckleroy says her brother will be glad to give me a good "lesson" and will phone me today which night she wants me to come over. So if I'm not here I'll probably be at her house in San Antonio--she's in the phone book.

Escoe says our letter head paper is running quite low and it takes about five days to get more printed...we have a week's supply, he estimates. I think we might as well just use the same for the time being, only omitting the names of three former officers of the ~~corporate~~ and either putting nothing there or putting my name as president. I suggest we get only a small supply of this printed, a month's or so, in case we do something about changing the name or getting a slogan. Shall I go to Steek's or Von Boeckmann Jones and what are your suggestions? Should do something in next few days.

Darling, WHAT about CBS??? I'm scared the news is bad because I haven't heard. Besides being the capitol of the state, Travis County is one of the 28 counties in the entire United States with the greatest percentage of war growth and the greatest likelihood of keeping it after the war (Census Bureau figures.) Five of the 28 are in Texas--if we don't reach any of the other four too well now (San Antonio some, I guess), maybe we will later. Though there are four stations carrying Columbia that can be heard here--KTRH, KRLD, KWKH, KTSA--they aren't heard well at all, there isn't a Columbia station Austin's 100,000 people can depend on, and ten people have already asked me (uninspired) why we didn't get Columbia.

I guess that about covers my output for the day. I'm going to start making a estimate of each member of the staff as I get to know them and will include them in letters as I go along. May begin with the salesman today. Am going to see one of Mrs. Beale's shows for WOAI tonight--want to get to know all her staff I can to draw from them in future.

All my love, for always,

DAYTIME call letters	STATION town	WATTS	NETWORK	NEWS SERVICE	LIBRARY	REPRESENTATIVE
WISR	Butler, Penn.	250		PA	World	For Joe Holman
WHJB	Greensburg, "	250		UP	Lang-Worth	
WKPA	New Kensington, Penn.	250		UP		Cox & Tanz
WIBG	Philadelphia, Pa.	1000		PA		
WEEU	Reading, Pa.	1000	NBC	UP	Standard Lang-Worth	Hollingbery
WPIC	Sharon, Penn.	1000		UP	Associated	Wilson
WSBA	York, Penn.	1000		PA-INS	Associated World	Walker Cox & Tanz
KGFX	Perre, S. Dak.	200				
WCAT*	Rapid City, "	100				
KTBC	Austin, Texas	1000		PA-INS	Thesaurus	Walker
WTAW*	College Station Texas	1000				
KSKY	Dallas, Texas	1000		PA	Associated	
KSAM	Huntsville "	250				
KNET	Palestine "	100		TP	Standard	Cox & Tanz
WWSR	St. Albans, Vt.	1000		PA	Thesaurus	Wilson
WDEV	Waterbury, Vt.	1000		PA-UP	Thesaurus	Wilson Hannan
WFVA	Fredericksburg, Virginia	250		UP		
WSVA	Harrisonburg, Va.	1000		UP	World	Wilson
KVAN	Vancouver, Wash.	5000		UP	Standard Lang-Worth	
WHA*	Madison, Wisc.	30000		PA	Standard	
WMAM	Marinette, Wisc.	250		UP	Associated	Holman
WLBL*	Stevens Point, Wisc.	5000		PA		

There are 62 day-time stations, 12 non-commercial (marked with *) and 50 commercial.

Of these 50, 20 have national network affiliations, 2 NBC, 5 Blue, and 3 Mutual. Not one has CBS. Apparently CBS has a policy against day-time stations.

Thirty stations use UP, 19 use PA, only 5 use INS. Only four of the 50 stations have two services: two use PA and UP; two use PA and INS.

Of these 50, 19 use Standard Library, 10 Lang-Worth, 8 Associated, 7 World, 6 Thesaurus, one Standard Radio. Only 8 of the 50 have more than one library. Twelve commercial stations have no library at all.

DAYTIME STATIONS call town letters	WATTS	NETWORK	NEWS SERVICE	LIBRARY	REPRESENTATIVE
WRRF Washington, N. C.	1000	Blue	UP	Thesaurus	Burn-Smith
WAGF Dothan, Ala.	250		PA	Standard	
KCLN Blytheville, Ark.	1000		UP		Foreman
KUOA Siloam Spgs, Ark.	5000	Ark.	UP	World	Walker
KIEV Glendale, Cal.	250		UP		
KWKW Pasadena, Cal.	1000		UP	Standard Radio	
WKEU Griffin, Ga.	10000		PA		Sears & Ayer
WMRO Aurora, Ill.	250		PA	Standard	
WCAZ Carthage, Ill.	250		UP		
WAAF Chicago, Ill.	1000		UP	Standard	Hollingbery
WLDS Jacksonville, I	250		UP	Standard	
WDZ Tuscola, Ill.	1000		UP	Lang-Worth	Wilson
Will* Urbana, Ill.	5000		PA		
WOK* Ames, Iowa	5000		PA	Standard	
KFGQ* Boone, Iowa	250				
KWLC* Decorah, Iowa	250				
KOAM Pittsburg, Kan.	1000	NBC	INS	World	Walker
WSON Henderson, Ky.	250		UP	Thesaurus Associated	Sears & Ayer
WORL Boston, Mass.	1000		UP		
WKAR* East Lansing, Mich.	5000		PA	Standard	
WCAR Pontiac, Mich.	1000		INS	Thesaurus Standard Lang-Worth	Foreman
WLB* Minneapolis- St. Paul	5000		UP		
WCAL*Northfield, Minn.	5000				
WQBC Vicksburg, Miss.	1000	Blue	PA	World	
WHB Kansas City, Mo.	1000	MBS Kansas	PA		
WEW St. Louis, Mo.	1000		INS	Associated Standard Lang-Worth	Pearson
KGNF North Platte, Neb.	1000		UP	Lang-Worth	Walker
KOWH Omaha, Neb.	500	Blue	UP	Standard	Hollingbery
WPAT Paterson, N. J.	1000		UP	Associated	
WGNV Newburgh, N. Y.	1000		UP	World	
WHLN Niagara Falls, N. Y.	1000		UP	Associated Standard	Headley-Reed
WNBZ Saranac Lake N. Y.	100	Blue		Lang-Worth Standard	Hollingbery
WBBB Burlington, N. C.	1000	MBS	PA-UP	Standard	
WEGO Concord, N. C.	1000		UP		
WGBG Greensboro, N. C.	1000	Blue	UP	Lang-Worth	Burn-Smith
WICA Ahatabula, Ohio	1000		UP	Standard	Walker
WCLE Cleveland, Ohio	500	MBS	PA		Radio Adv.
WFIN Findlay, Ohio	1000		INS	Standard Lang-Worth	
LSWO Lawton, Okla.	250		UP	Standard	
WNAD* Norman, Okla.	1000			Standard	