

Studios of KTBC

Austin, Texas

1:25 p.m., April 6, 1943

Dearest:

I hope I can make myself understood on this portable --it jumps like the devil. It is the one I brought down from Washington and I shall send it out to be worked on.

STANDARD LIBRARY SITUATION

Escoe signed the contract for a two year period. It is \$95 per month for the two year period. (I told you incorrectly when I said \$100 per month the first year and \$95 per month the second.)

He investigated Associated and found that it is \$85 per month. In addition, you have to buy their license, which is \$20 per month, making a total of \$105. They have licenses on a large percentage of the music in their library-- therefore if you didn't buy license this part would be a total loss to you.

ASCAP CONTRACT

Escoe signed the contract, Paul Anderson, the ASCAP agent in Dallas, took the \$250 check and sent it together with a strong letter recommending settlement for \$250 to their New York headquarters--or maybe he had already sent the letter, we are now using ASCAP music, but the whole thing can't be honestly pronounced settled until we hear that the New York office has accepted the check. The agent's letter, which I saw, was strong and Escoe assures us it's all settled.

BILL CLARK AND CONTRACT FOR ADVERTISING

Escoe says he spent some time with Bill and it boils down to this: Safeway is conducting a survey preparatory to going into radio advertising but it won't be through for some six months yet. In the meantime he is ready to start the advertising with us next week but doesn't want to use Safeway's name at all--wants it to be just a public service feature. S says he'll be deluged with demands by all agencies for account if he does use Safeway name. Specifically and very urgently, he wants the College Station program. Escoe says if we are not going to pipe that down here for certain he can fix Bill up with some other public service feature and Bill is willing to accept it--wants, in fact, to sign the contract before he goes to Washington next Saturday. I told Escoe I thought the A&M business was in abatement pending our getting night time--no need to undertake the expense involved in synchronization if there is a good chance of getting an other frequency with night time, is there? Anyway, he plans to make certain about the possibility of the A&M program and if it's out figure out something else for Bill, write up the contract, and go back up there later this week. Think I'll just go myself, since we have to pay for the trip anyway. Will talk it over further when he comes in and write you tomorrow.

This typewriter is making me horribly nervous-- must quit.

Thank heavens, I found another typewriter I may use here in the office. By the way, I have a little table in Escoe's room and plan to stay at least three hours a day here when I am in town.

Dear, I think it would be a good idea for either you or me to drop a line to Mr. Ray Flynn, the engineer from the Dallas station, who came down to look over our set-up--or perhaps Mr. Rembert or Mr. Gutsch himself. How about it? Shall I write?

By the way, who is our West Point principal? Someone (Mr. Owens of the construction company who made the estimate on the studios in the Brown Bldg.) asked me and I couldn't tell him but would like to.

What is the status of our moving into the Brown Building? Dudley Miller has not said another word to Jesse--evidently Herman has not called him back. In view of that high cost, do you still think we ought to proceed? I have not called Herman, thinking you would get my letter explaining why I thought we ought at least to give some thought to the vulnerable position we would be putting ourselves in and would wire, call, or write me by this time, about whether I should proceed to call H

HANDLEY JUDGMENT

This is one of the few things that seems to be going right. This morning Everett called Bob Anderson; Anderson said he had heard from Fountain, Handley's lawyer, offering to accept \$1450; that he was willing to accept that and had had a wire from Stuart saying he was willing to pay that too, but had not heard yet from Walker but was sure he would be too. Unless Walker objects, they will probably pay off by the end of the week. So maybe one fat worry will take wings and fly off!

I've done three sketches of the personnel but will wait and fill in draft status and then send to you.

Tonight I'm having dinner with Sherman and Dell--they invited me--so will have something to tell you about that tomorrow. At 9:30 in the morning I am going to San Antonio.

COMMISSION SITUATION

Either last Friday or Saturday Jesse brought the subject up to Escoe while I was sitting there. The gist of what Escoe said was: that: salesmen for a station with only day time and no network have a pretty hard time, have to work harder to make sales, jobs are plentiful and personnel is scarce, they ~~hope~~ ^{have} to work for a commission, and he thinks at least one of them might quit if we took him off commission, right now at least. McDonald is the one who might quit--he doesn't think Burt would. He suggested that we wait about two months to solve some of our other problems and then take them off commission. Right now if McDonald walked out, we would be in a tail-spin. If we ran it up to the \$4000 Escoe hopes to in April and the \$5000 he hopes to in May, that

would make our total operating expenses \$50 more in April and \$100 more in May--so we are gambling on paying out \$150 possibly as against losing a salesman and being gummed up trying to find another and perhaps losing x amount of that "increased accounts" we are talking about. I agree with you that we must get off the commission basis; also I would like, rather than hate, to part with McDonald--if we can get another salesman. What shall we do? I guess I am soft, but I'm inclined to say let them stay on commission until we solve a few other problems--one or two more months.

Yesterday afternoon I went to see Colonel Wakefield who was simply burgeoning with ideas: (1) to get any celebrities who came to town to talk over our station--be interviewed perhaps--Farley, Lord Halifax,--somebody is always coming to Austin; (2) have a program like Ken McClure's who reads unusual human interest stories from country weeklies all over West Texas over some big Ft. Worth station....This last is probably the best way to implement my heroes of the war idea! Read articles like that lady from Schwertner with six sons in the service or the kids in Bastrop carrying on a house to house campaign to collect grease and nylon hose. Paul says folks eat up Ken McClure's program.... It's not bad politics, either, is it? Of course, credit is always given to the local paper. We might figure that out as some sort of public service feature for Bill....no, I think not, I'm just rambling.

Must quit...Will take up expense of the month in next letter.

Always love,