

9:40 a. m. April 9, 1943

Dearest love:

This morning Paul Bolton and Mr. Richardson from Dallas (INS man) came to see me with a rather startling proposal. Richardson said that Mr. Caparell, Sales Manager of INS, called him and told him that Mr. Joe Connally, President of King Features and INS, had had a conference with you and that an agreement of this nature had been reached: INS would cease the service and cease the charge on their news service to us immediately--in other words, agree to the termination of our contract with them--and in return we would enter a contract with them to begin upon the termination of our contract with PA which he understood was ten months from now, this contract with them to be for a "Long period" at a better rate than we had been getting. The contract he offered was 7 days and 7 nights service for a three year period at \$55 the first year, \$60 the second, and \$65 the third. This was the "bottom figure".

INS would install the ticker here on our premises. We now get less than 24 hours a day service from them--just what I don't know --the new idea is 24 hours each day except for a three or four hour period of Sunday night when we don't get it.

Richardson asked us how long our contract with PA ran and Mr. Escoe declined to say--in which I think he was entirely right. Richardson wanted us to phone you right here and now, at his expense, and check with you and come to an agreement. I said I had heard nothing from you about your having reached such an agreement and did not want to obligate the station for a three year contract at such a sizeable sum until I had talked it over with you and thought it over, and that I did not think you could decide about it in a brief telephone call. Therefore I would write you all the details airmail special and we would let him know as soon as possible. He said he was leaving Dallas Monday on a six weeks trip through the East and if I didn't hear until then to notify the New York office.

DID YOU REACH SUCH AN AGREEMENT WITH THEM?

Our contract with INS is in two parts, one for the six week days, costing \$25 per week, dated July 25, which we should have cancelled by registered letter February January 25; the other for Sunday news, costing \$10 per week, dated October 11, which we should cancel by registered letter not later than April 11 if we are going to do so. That is this coming Sunday. Unless you have reached some amicable agreement with them to cancel the whole thing --unless this story Richardson tells me is the straight dope--I strongly urge that you wire or call Escoe to send them notification of that part of service before April 11. He would have to wire them as registered letter would not reach them by April 11 but it could be postmarked here by April 11. I will wire you about this also, but these are the two



facts. Please let us hear from you April 10, Saturday, about this. This letter should reach you Saturday morning but the Lord alone knows what airmail does these days.

Am leaving on 2:30 train this afternoon for Dallas. Have called Bill Clark to ask him if I could see him sometime tomorrow morning and of course he responded with an invitation to stay at their house and said he would meet me at the train. I asked him to make me an appointment with Mr. Rembert for tomorrow morning --want to go over the insurance schedules with him and ask about a good salesman--and may also go over to see Ken McClure about this program idea. Hope to come home tomorrow night or Sunday morning--may catch a ride back with Nell Parmelee Sunday. Call me at Bill's if you want me.

Darling, I had forgotten how incredibly pleasant life in Austin is and how I love the place. The weather is blue and gold and each day is a lush pleasure. The bluebonnets are at their glorious height and the paint brush and pink flowers are lovely. Everybody seems to lead such a peaceful life here. I'm going to a luncheon today for Betty Long. Have phoned Mrs. E. H. Perry, Margaret Brown. Vola May--good many of the others I should. Will try to do a lot more of that.

Will write you volume about visit to San Antonio, personnel, and Buck Hood conversation but must get this off.

Remember, even if we can't check out on the whole INS deal we still can cease the Sunday service and save \$42 per month, if we do it before April 11. From all I have heard of the two services, I do not recommend the three year contract with INS at those figures--or any others. One news service is enough; everybody likes PA, its cheaper--lets keep it and get out of INS the best we can. Escoe has not been able to sell INS for the most part of the last 12 months he says.

Your loving.