

6:30 a. m. Sunday, April 11, 1943

Dearest:

I just got in on the train from Dallas--one has to get off right away now, so I came out to Jesse's and shall get an early start!

Dear, I believe you should send the other portable and the two upright typewriters that you said you had right away. It takes so long for things to come and it will be only about fifteen days until May 1 when you get this letter.

RESULTS OF DALLAS TRIP

I know little more about Bill's plans than I did before I went. He wants to start sponsoring \$125 worth of advertising a week--even wanted to date it back to the first of last week--and not mention the name of Safeway. There seems to be a good possibility the company will go into large scale advertising soon, at which time it will send us the prepared script or transcription of whatever program they want to use... us and all the other jillion stations they may be using at that time. I left contracts for four programs with him and told him to talk it over with you and whatever conclusion youall reached let us know. He said he went straight to the President of the company rather than to their advertising agency to get approval for this. I am inclined to leave it alone but just can't fathom the intricacies of it.

Bill and Martha have a perfectly wonderful place--prettier than any we are used to seeing, unless perhaps Alice's. They were both sweet and dear to me.

Bill said he would find out for me what the recommendation on Dad's court of inquiry was. Said he'd heard of considerable structures being built without permits and of hardly any prosecution.

I went by to thank Mr. Flynn and also told Mr. Rembert how much we appreciated his help. I got Mr. Rembert to go over the insurance schedule with me and he thought the fire and windstorm item with Travelers on contents of station building (\$7,500) was extremely high at \$116.25. He said Travelers was one of the best firms. He did not know what blanket position bond was, thought there might be duplication between non-ownership liability and public liability and otherwise thought the insurance was much in line. The neon sign floater was cheap at \$5.00.

I asked Mr. Rembert if he knew where there was a good salesman and he said he certainly didn't and if he did he'd hire him. He advised me to hire an Austin man if I possibly could...said he could learn radio and it was mighty important that he know the people.

The attitude of everybody around the station was exceedingly helpful....You must really have made a friend of Mr. Gutsch.(?)

ASCAP

I called Phil Alexander, their agent and he said he had just had a letter on the 10:30 mail saying they would accept the check for \$250 in full settlement and our contract was begun as of April 2!!! That's one load successfully off our minds. Alexander had much good to say of Mr. Escoe.

INS

I called Mr. Richardson and told him I wanted to give notice of cancellation of both our Sunday service and our week-day service with them. He said that notice in this way would not be sufficient, though he would include it on his report to the office and I should notify them by registered letter. So I called Escoe and told him to wire them and follow it with a registered airmail special post-marked that same day, because Bill told me that the last date to terminate would be the day before the beginning of the six months period preceding the end of the contract...therefore April 10 rather than April 11. I surely did hate like the devil to call Richardson and tell him that. He had been so nice to me on the train coming up--given me several good program ideas he had from his days as manager at WDAN, names of a couple of possible employees, bought my dinner, though I didn't want him to. We parted over the telephone quite amicably, however, but he said he never would forgive Escoe for having been in such a hurry to sign up with the other service and bringing all this about.

Richardson also said he did not want to hold out any hope that we would be released from the contract under any different terms than it specified--that contracts were their sole property and they naturally had to protect them--that their boss would not much like to go over the heads of others and established policies and accord us this unusual treatment. He was under the impression the contracts ran until the first part of next year and we were giving ample notice.

After reading the contracts carefully, I hardly see how we can legally get out of them until October 11 for the Sunday service (\$10) and July 25, 1944, for the week-day service. (\$25)

I saw Martin Winfrey in Dallas--went out to his house with the Clarks but he did not mention the beer advertising. Bill told me not to count on it too much..that Martin talked better than he could deliver.

That sounds marvelous about Columbia! It will come as a life-saver I can tell you! I shall be on tip-toes this next week hoping it will work out. Please write me dear, if just one line, the developments on it. Is the possibility of night-time almost gone or all gone??

One of the engineers, Meiners, wants to quit--has an offer at much higher salary in Pennsylvania. I called Floyd McGown in Dallas and he can't interpret President's latest freeze order to me--neither can anyone else. It looks like the engineer can leave if he goes before McNutt issues his follow-up order on the President's directive, but if that order is as expected the engineer probably can't leave after that. McGown has no record of any request ever being made by us to raise the engineer's salaries...can only hope Escoe put in request at Houston, because if he did it in Washington they say they always get lost.

Dear, this is just about to make a Republican out of me.

Incidentally, Rembert said yesterday that he'd thought it over and thought a station in our position should have its salesmen on a commission basis. A basic salary of \$45 per week would be alright with the understanding that he had a quota of about \$300 per week advertising to sell in order to earn that salary--of course a new man could not meet such a quota right off until he'd had time to get onto the job--and over and above \$300 per week he'd 5%.

Escoe has two possible salesmen: one at straight 15% commission, no salary, one at flat \$65 per week, no commission. Rembert said he'd rather have the commission man any day. This personnel problem is getting to be such a headache I wish I hadn't insisted on those reports from the salesmen--with the hours on them--as I could have told what they were selling from the kind of reports he was already having them make and it seems we are in a seller's market now as far as all personnel goes.

Will stop now and try to give you some more little pictures of the personnel.

Whatever happens, I'm still rich because I have you.

Your devoted,

P. S. I figure the Alabama extate should be divided the last of this month. Only one heir and her husband in Florida left to sign.