

5:35 p.m. April 12, 1943

Dearest love:

This morning Mr. Escoe received a letter from E. F. Becker, Advertising Director, Safeway Stores, Inc., Oakland, California. I quote:

"We have your letter of February 24th addressed to Mr. W. H. Clark, Jr. in Dallas, Texas, which he forwarded to us for consideration of three radio programs you recommended for sponsorship by Safeway Stores, Inc.

We are very much interested in these programs, but so much time has elapsed since your letter was written, we would like to know if they are still available. Specifically, the programs were: (One) J. Habel Clark, Women's Show, 15 minutes 6 days a week at 9:00 a.m.; (Two) Household Hints, a 30 minute program appealing to women, week-day mornings at 10:00 a.m.; (Three) 3 News Broadcasts, all one-quarter hour at 7:15, 12:15 p.m. and 5:30 p.m. daily.

If one of these programs is selected, it would be placed and handled through either our Division Office at Dallas or our District Office at Waco and we presume the rates you quoted in your letter to Mr. Clark are on a local basis which would permit handling the program from either of the two Safeway headquarters in Texas mentioned above.

This letter is being sent airmail and should arrive Monday, April 12th. We would appreciate a wire from you on Monday informing us as to which of these programs are still available."

I told Escoe to go ahead and inform him by wire as he directed. Escoe said that they were all three available--he'd been "reserving" them until a decision was reached. From this it sounds like this deal might be alright, doesn't it? I like it better. If this goes through it will certainly be manna from Heaven! Nevertheless, I wouldn't want it to be without mentioning the name of Safeway--unless their advertising department okayed it as in some way useful to them without naming it.

Sales for the first ten days of April are \$1130.10, as compared to \$840.27 in March, \$699.38 in February, and \$570.77 in January. At this rate we'll not make Escoe's arbitrary "quota" of \$4000 but we'll probably make expenses--with which I will be happy. won't you?

Paul's debut was about half and half. His script was bright, fresh, splendid--just couldn't be better, I thought. Much emphasis on the "participation" angle--getting people to send in questions they would like to have answered--saying he was going to have prominent people in the state government to come up and be interviewed. His voice left much to be desired--too fast, nervous, not enough force and conviction and rise and fall in it. He said he had five

phone calls about it and seemed reasonably pleased. I gave him my honest criticism of it. I believe his voice will naturally improve greatly as he gets used to it but do wish he would take lessons so he could develop into the "Elmer Davis Pearson" or some such of the Southwest! I'm going to do all I can to scare him up an audience and some questions. The paper gave him a nice story.

I'm going to enclose a copy of his script for you.

Sugar Critz Pickle is having a little bachelor-girls dinner for me tonight, so I must run--there's still world's to write you about but it will have to wait.

By the way. Josepha has a typewriter at Mrs. Johnson's. I have written her to ask if we can buy or rent it for the duration. At present we pay \$3 per month per machine--would expect to pay her the same. Mr. Escoe told me this included upkeep and repairs but on reading the contracts and looking at bills paid I noticed we paid several dollars on repairs as well as \$1 called for and delivered charge some times, and that the contracts made no mention of paying for repairs. Mr. Escoe is not as positive about such matters as I would like him to be.

Goodbye and all my love.