

10:30 a. m. April 22, 1943

Dearest:

I've been reading your letter of April 17 about Duke Richardson. I talked to Richardson about three hours on the train going to Dallas and liked him very much. He sounds like a rather good salesman, has some ideas, is the sort of man who would make himself a part of the community in a short time, I believe,--and the more I see of this business the more essential I come to regard that. However, I just don't think it would work to have both him and Escoe here. For one thing, it would build up the costs a heck of a lot. And then I doubt that it could work without friction, both Escoe and Richardson being "boss." And I don't have the heart to fire Escoe. I think between Sherman and Richardson we would do better to take Sherman, because his value as a salesman in the community and general "promotion man" between us and the community would already be established and we could cash in on it, whereas in Richardson's case we couldn't for six months or so, and it would be obvious to both him and Escoe that he was just being groomed for the manager job.

We have been taking up the carpets in the reception room and the little office where Miss Sneed keeps books. The terrazo floor underneath, after much scrubbing, looks very neat and nice indeed. We have to keep the carpets down in the big studio, smaller studio, and control room because of sound proofing. I shall ask Jamie to make me an estimate on how much linoleum of these three surfaces would cost.

We have the engineer problem just about solved. A young man named Don Lauderdale who worked for KNOW is coming to work for us tomorrow, Escoe says. KNOW has more engineers than they need and they are glad to release him, according to Escoe. It has been the policy of the radio stations, both of them, in the past to hire University engineering students, several of them for part time, in order to give them practical experience. This Don Lauderdale is one and he is now wanting to go to work full time and KNOW is perfectly willing to release him. Meanwhile this Fleet who works for Paul wants to be tutored by Farmer and take his FCC exam about August and then go to work for us. That would give Paul four months to be thinking about replacing him. We will work out something satisfactory to Paul or we won't have the man, but if he does want to improve himself and learn radio engineering I don't see why he shouldn't go to work for us rather than wander off to someone else. Do you? And a 4F is greatly to be sought after.

Escoe has collected \$85 on the local accounts since we had our big conference on accounts two weeks ago tomorrow. He expects to collect

biggest part

\$60 more today. The bulk of the remaining accounts receivable is ten national accounts totaling \$1709.32. Escoe has been in behind our representative, the Walker Company, to get them to help collect these. I have seen their answer saying they will go to work on all of them at once. I have also been after him to write each of these ten companies direct. If he does not do so today, I shall.

About Geoffrey Connally. I talked to Mrs. Johnson and she said of course she would have him stay with her and give him two meals a day. I think it is an excellent idea and do you want to write him or shall I? I would surely love to have someone dependable in this personnel. And it would be mighty good to have someone by the name of Connally in it! Let's by all means see if we can work it out--and quick.

Dear, I went to see Dr. Beverly and it was an experience that left me simply drained. I remember the handsome, well-dressed successful doctor, a man of substance and prestige in the community. He is shrunken and pitiful looking and cries all the time. His mind is not really affected but he is just so weak he can't help crying--it is nervousness. It made me think I am going to lambast you if you don't eat more regularly, lie in the sun, get some exercise, and have very little to drink, do you hear me? At any rate Dear, I wish you'd write him every now and then.. he must be so dreadfully lonely--and his friends, unfortunately, are among those important and busy people who don't have time to spend with a sick man--not even with the best and kindest of intentions. He listens to the radio all the time and I told him he would have to help on ideas to improve our station.

Now about Novy and the power rate. His engineer, Fred Sebastian, a mighty fine and smart fellow apparently, went out to the transmitter, went over all our equipment looked over the bills for the last six months and has this to report: Our engineer, Farmer, is keeping the rate down to the barest minimum--that is, we are not consuming a bit more than we have to. We are getting a "commercial" rate, which Sebastian says is the crumb of the crop--the sort a small merchant has for his show windows and next to the poorest rate given. Our bill runs around \$70 per month. If we had the same rate residences get our bill would be around \$47. If we could get the industrial rate it would be around \$30. The trouble is that in getting the industrial rate it is the policy of the city to charge for a minimum of 20 KVA. We do not need 20 KVA; we use about 5 KVA. If we got the industrial rate and were charged for the minimum of 20 KVA our bill would be just about what it is now--you see, the industrial rate is that much lower than the commercial rate. The book of power rates put out by the Federal Power Commission has, of course, a little description of the Austin rates and under industrial rates it says the minimum bill shall be not less than \$50, but does not say that folks must be charged for a t least 20 KVA....that has been an interpretation and policy of the city, however. Novy says what we ought to try to do is get on the industrial rate and just be charged for what we actually use or either pay the minimum it specifies in the Federal Power Commission rate book. He says he will talk to the Mayor about it. I told him I surely wanted to get any reduction in rates I might be considered entitled to, but I did not want to bad enough to embarrass the Mayor of Walter Seaholm. He said just let him talk to those gentlemen and I said fine and let me hear their attitude. He did get a clause put in the rate book to keep down the rates on his cooling systems and saved thereby hundreds of dollars a year.