

May 12, 1943

Darling:

There's so much to tell you I hardly know where to start! This has been a big day and I've really worked hard.

I went to see Max and picked out three pictures, one of the Tom Miller Dam, the Administration Building, and Buchanan Dam, which he promised to have for me soon. Could you get me pictures of the President, Sam, and Bill Douglas? These are the three I'd especially want--representing my favorite figures in the three branches of government--but it might be bad taste to ask Sam and Bill for their pictures which will be in a public place. I shall also buy or get some maps of Texas and perhaps our neighbors to the South and have them framed. Use your own judgment about asking Sam and Bill.

More and more, I am relieved that Mr. Escoe has decided not to stay with us. It means we can start with a clean slate and go on from there. If Hix comes with us, we'll then need only one person--a good salesman--and then we're off! (We might also need another girl--we'll see how Miss Sneed gets along.) I am quite pleased that Mr. Burt has quit. I did some arithmetic on their sales for last month and found that McDonald sold \$1492.56 and got a total of \$265--making his sales cost us about 18%; Burt sold \$637.04 and got \$182.63, making his sales cost us about 28%! So we are well rid of him. In fact, everybody who has left us--it has suited me to a T... even Bob Farree who was a mighty nice kid and very likeable and hard working but not too good as an announcer.

Dear, today in cleaning out the control room--which was a regular Augean stables--I found about a dozen records of Senator O'Daniel's--his reports from Washington. We are mighty short on storage space and I intend to clean this place up, so I am going to ask the Senator, in a letter, if he would like them mailed back to him. They are valuable. If you object, let me know, otherwise I shall write him. Any old unclaimed records of no use to us I shall give to Reed's because they are nice to us and they need them for scrap, else they can't get new records.

Jamie called Scurry today, was told the project was being approved today, we should receive it tomorrow, and Jamie plans to start construction Friday if it comes. We shall keep in behind it.

Did I tell you I've made lists of our 15 best advertisers and given them to our quite-discreet friends, in order for them to do some of their trading there and tell them they've heard their ads over our radio and liked them, etc.?? I gave them to Wilton, Sherman, Harvey, Mrs. Johnson, Edith Crider, Louise, and just a few more. Nothing obvious.

Mr. Novy's daughter, Lena Podolnick, had a baby girl two days ago. I sent flowers and a note, so you don't need to. I've also called Mrs. Novy.

Here are Mr. Escoe's plans on the advertising campaign when we go on Columbia:

He thinks Columbia should give us a "salute"--a transcribed show sent especially to us, congratulating us on joining the network, with big name talent in it. If the station is a big one, the whole network or a regional portion of it carries the show; if it is a little one, like us, they might not even give us one, or maybe we would be the only station to carry it.

He thinks we should spend about \$500, as follows:

1. Advertising in the Austin-American, about \$300
2. Advertising in about 15 country newspapers, which will get to all our primary coverage, about \$125.
3. About \$75 on outdoor advertising--bill boards.

He thinks bus cards are out, because people are too hurried and harassed to read them nowadays--I certainly do, I know.

I told him about your trade-out for \$300 with the Austin American. I asked Gordon to let me look through his book on the subject and get the country newspapers best suited to cover our primary coverage. Gordon and I are doing that tomorrow. Gordon said we could depend on 30¢ a column inch as the average price. At that rate, about \$15 would make one good ad, Mr. Escoe says. When I pick out the papers I shall write them for their rates (local) and let you know--of course I shall not forget the district in choosing the papers. I'm all for these country papers and would like to see the budget upped for them.

Escoe thinks Columbia should prepare the mat and we will send it out to all the papers and they can pay half of it--if we can get them to. Anyway, he thinks their artistry and their signature on it will be all to the good.

Tomorrow morning Mr. Schallon, the salesman for Packer Outdoor Advertising, is coming to see me and I shall find out his rates for what bill boards--of course I shall not tell him what we have in mind. Escoe thinks the bill boards should go up one week before we actually hook on to Columbia and stay on three weeks thereafter.

Escoe says that McDonald is due \$67 for commissions during October, November and December and keeps on asking him about being paid. This

did not appear on the audit sheet under which we bought the station. Escoe says it just failed to get on there by somebody's book-keeping mistake. He says he himself offered to pay McDonald but McDonald would not accept it from him. Shall I pay McDonald or not??

One more thing, we must set up a policy about travel expenses. I paid Escoe for his two trips to College Station at just the cost of oil and gas and McDonald his one trip to San Antonio the same. That is really not quite fair, for there is wear and tear on the car. I still owed Escoe for his trip to Dallas on April 5. Today he suggested the government rate of 5¢ per mile and I told him that was too much, but paid him what railroad fare, pullman, would have cost, plus \$4.50 for his hotel room--I saw the hotel bill--nothing for meals. We now owe nobody anything for travel, but must soon set up a policy on it.

Here is something you can pass on to Mary: Ted Thompson, insurance salesman, Norwood Building, Austin, came to see me, saying he had heard briefly over the radio something about the Office of Dependency Benefits, Newark, New Jersey, which he thought was a part of the Army, with a Colonel Gilbert at the head of it, and he wanted to know the exact address of it, the initials of the Colonel, and just what the Office does. He is, I think, interested in getting a commission and knowing much about selling insurance and little about other occupations want to find out about that branch of the service and correspond with them. I told him they would probably send his application right back to the Adjutant General, but didn't know for sure and we would certainly find out for him anything there is to know about the Office of Dependency Benefits and who is head of it. He has a plan about raising the morale of soldiers by re-adjusting their insurance so as to provide to best advantage for those they leave behind, thus making them feel freer and easier and more satisfied.

I am inclosing our national advertising rates. The card you have is local; add 25% to it and you have the regional rates. Harfield has all three of these.

Today I did something that pleased me very much. I returned the last rented typewriter, paid for it, and cut that expense off. I had Gordon's fixed for \$2.25, Geraldine's for \$1.75, we are using the two grand ones you sent us, and are borrowing one from the Austin School of Business, which I shall replace by getting the portable I brought down fixed--so far no one has been able to get a part necessary to do it.

Yesterday we carefully packed (it was a job) and shipped by motor freight, prepaid, the Thesaurus library to NBC. There were 677 pounds of records and it cost \$28 to send them! (I checked rail freight, motor freight, and express before deciding on one, so this is the cheapest.) We also sent the steel cabinets and I saved about \$5 on the making of the crates for them by phoning several places instead of taking the first one, as Mr. Escoe intended to do.

Anyway, it cost us \$7 for the four crates and I don't know how much more to ship them--they have not weighed them yet. Dear, you have no idea the filth and accumulation behind those file cases! They had not been dusted or moved for four years. The control room is going to be decent in about two more days. Since I've known Escoe was leaving I've sort of begun taking charge of a number of things myself.

Here is the body of a letter from T. B. Trotter, the accountant. When Senator returns from Houston Friday I shall take it to him. You also must help on these answers. Of course I know the answer to 1, and assume the answer to 2 is that it's a loan to the corporation, but I get hung up on "donated surplus."

"We are in need of pertinent information relative to your purchase of stock and assets of the State Capitol Broadcasting Association, Inc., in order that we may make proper adjustments of the books of the Corporation.

Following are listed some of the items on which this information is requested.

(1) Was there a consideration given for the Capital Stock acquired with the Station?

(2) Was the money advanced by you to pay Corporation debts considered as a loan to the Corporation, as donated surplus, or as cost of the stock?

(3) If the funds you have advanced does not include purchase price of the stock and part is to be considered donated surplus and part as a loan to the Corporation, how shall these different amounts be determined?

We are in need of information on the three items above for the reason that they will later affect your Income Tax Return, if and when you sell the stock.

The funds we refer to above of course are those that have been placed on deposit in the bank to the credit of the Corporation and have subsequently been used to pay debts of the Corporation on the books at the time you acquired the business and for operations since your assuming control of the business."

It is now 10:20 p.m., so I think I'll go home. Last night I was here until 11 and so were J. Mabel and her husband, Roger Buxfield. Janice was also here until about 9:30. I shall certainly remember the ones who work hard.

I love you more all the time--and, more important, I like you more! I am very interested in your going to the hospital; be sure to get the whole works. This is more important to me than our financial future....but I think you know how important it is.

Always your devoted,