

May 13, 1943

Dearest:

The priority came this morning, I took it to James, he said he could start construction within 24 hours on the back portion (studios)!!!

ELECTRIC RATES

Sim made a study of the material you sent and gave me the attached figures. He said he could not figure the industrial rate because he did not know--there are several variable things to be determined by the city before it can be figured. Novy's engineer, Fred Sebastina, said it would be around \$20 if we paid for what we used but if we had to pay the 20 KVA minimum which the city has a policy of charging on the industrial rate it would be around \$70--just as it is at present.

Dear, could you get for me the bills of the Corpus station and the Abilene station and the San Angelo--or any of the three?? Or may I write for them? Perhaps they would appear on the figures you have for the Corpus station? I think it would be good if I could go to the Mayor and say something like this, "Look what a 1000 watt station, on night as well as day, served by that bad old high Central Power and Light pays--less than me (or just about the same as me--whichever it is)--and here I am in Austin, famed for its fine rates, and paying just as much as they are. I do not know what they pay--I vaguely remember your saying the Corpus station paid about what ours does or a little less but it is too vague to be an effective argument. I had rather wait, if possible, until I have something on these three before I go to see the Mayor. In case you wish to talk further with the Commission I am returning copy of their letter with their questions answered.

If you wish me to go see him and just ask if there isn't some better rate he can give us, or in some way place us on the industrial rate, I shall do so but I do think it would be good to have those other stations bills.

MEMO ON OLD ACCOUNT (BEFORE JAN.1, 1943)

The Austin Shirt Shop paid \$8.00--all it owed.

The Rosedale Baptist Church owes \$10 and a Mr. Gage at Gage

Furniture Co. has at last been discovered by Mr. Escoc as the man who settles that Church's debts. Gage said to send the bill to him and he would pay it, perhaps not this month but next.

The El Charro account (about \$291)--I have asked Mr. Escoc what he is doing about it no less than six times. He went by about four times, never finding Carlin, the owner, in and says he will go again today.

There are about 10 national accounts which he wrote to personally (Monarch Cameras, Andrew Insko, Waltham Fountain Pens, etc.). I saw the letters. He has heard nothing from them. Walker told him the accounts were in a hell of a mess and did not jibe with the figures he or anybody else had and to send him an itemized statement on each one and he would go to them and attempt to get a settlement. Escoc has not got this statement yet and I have told him to get it by Monday if he does not lift his hand to one other job for the next four days. Each morning I shall ask him how he is getting along.

ADVERTISING WHEN WE HOOK ON TO CBS

BILL BOARDS

The "quarter showing" is the smallest deal they sell. It consists of three illuminated boards, size 10' by 25', and four regular boards, the same size, for 30 days, for \$151.70. When it is a local account, like ours they throw in another board (not illuminated), making 8 in all. In addition, we have to pay for the paper to go on these boards; if they hand-paint them it costs about \$5 per board; if we get them printed it costs from \$5 to \$6.50 depending on the elaborateness of the ad. This covers the town. The illuminated boards are usually on San Jacinto, Guadalupe, and South Congress--the three main arteries of traffic. The others are on East First, W. Sixth, Barton Springs Road, W. 34th St., or Red River St. We can choose locations from what is available on these streets.

We must let them know 10 days in advance. It takes that long to get boards painted or paper printed.

The total cost is approximately \$200 and they don't have a smaller deal to sell whatsoever. You can't buy just one board or two.

PAPERS

I went to see Gordon and copied, with his help, the names and rates of all papers in our primary coverage. There are 80 papers, not counting Bexar County, 76 weeklies and 4 dailies. Rates average about 30¢, maybe 32¢, per column inch. Gordon suggests one column wide, six or eight inches high. I think

we should concentrate our money in a small area rather than spread it wide and have an ad every week for about three weeks. Gordon suggest the Austin tradearea as outlined by his subscription area. That is 17 counties, (includes incidentally all the 10 counties in our district), and has 41 newspapers. Even here, I am sure we would have to cut down some. One ad (run once) one column wide and 6 inches high, which I think is the minimum, would cost \$1.80. In 40 newspapers that would be \$72.00. Run three times that would be \$216.00. I think they should be run once before we hook onto Columbia and twice after, that is, for three consecutive weeks in the weeklies.

It looks like it might be this:

\$300	for American-Statesman
\$200	for bill-boards
\$225	for country weeklies
<u>\$725</u>	total

If there are any increased, it ought to be in newspapers, not bill boards, to my mind.

Dear, what shall I tell this Homer Patterson, the boy who wanted the patronage job in your office? He keeps calling me. Do you want him?

Goodbye and all my love,

May 13, 1943

Dearest:

Here are my bills:

1. Sun Radio (April 23, 1943)	\$8.00
2. Kelly Smith	5.35
3. Arcade-Sunshine	19.20
4. Columbia Specialty co.	10.25
5. Ring & Clark	<u>\$42.80</u>

Ring & Clark

\$168.75

If you would like to have me pay the above household accounts, send me the \$42.80. The Sun Radio bill appears to have been made after I left but I guess you know about it. The Columbia Specialty is for the fuel oil remaining on our coupons up to September, 1943.

The station will go ahead and send Ring & Clark a check unless I hear from you to the contrary within about five days.

Do you know what you want with 10,000 envelopes left over from your senatorial campaign and now stored at Addressograph Sales Agency, San Antonio? They write that they want to dispose of them right away. I shall tell them to give them to USO or Salvation Army unless you want something else done with them. There are about 10,000 more (Wilton says) stored here at some printer's shop in Austin. He also wants to get rid of them. He will mark out the Congress Ave. Address and print in the station address for \$1 a thousand and I think I'll let him do several thousand, as we pay \$3.50 for the very cheapest envelopes and there are a good deal of second rate uses we can put them to.

I really had fun spending the \$50 you gave me. Bought myself a berth back to Austin whereas I had meant to go on the bus, \$14; gave Mrs. Johnson \$12 for our expense; bought a couple of pretty Mother's Day presents for Mrs. J. for \$7; got myself a luscious permanent for \$15.

Darling, you have no idea how much I miss you and how I look forward to seeing you again.

Yours,