

Dear Oliver:

Jan. 18, 1934

You must excuse my longhand as I do most of my writing now a day by proxy. First, let me congratulate you on your birthday, and wish you very many happy returns!

I am enclosing a little money with the understanding that you will use it toward getting yourself the kind of things that you want.

I wish we could be with you to celebrate, but we have had several trips lately and it does not seem possible.

I must go to Idaho Falls in the morning, and didn't have time to dictate a letter at the office. So I am writing this at home. Your mother is at the Ward Choir practice

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Sylvia is rumping my chair. Enile is curled up in another, Jim in another. "Mike" is strolling around and the radio is playing first "Waggy Crystal" program and now "Nugget & Marge". Sylvia comes home reporting that KSL is getting more and more sponsored programs. The station is having, among many others, two programs a day from the Chevrolet Auto Show here. It brings good pay, and is giving KSL a big boost. Earl Glade is quite enthused about an impartial survey conducted by telephone in Salt Lake about listeners over KSL and KBYL during the Blue Monday Jamboree on KSL and Amos & Andy, the Fivestone program, etc. at the identical hour over KBYL. In Salt Lake KSL shows a good lead even against three fine NBC offerings, and in Ogden, Provo and Logan

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there is hardly anything to it but
K.S.L. Carl was in the office this
afternoon again enthusiastic about
response in considerable measure from
one broadcast of G.B.S. - Edna Wallace
Hopper. Sklar went at noon from
14 states. That's pretty good for a
noon program. He says he will
be furnishing Mr. Mac Greer with
a lot of material shortly. K.S.L.
is producing a "Spotlight Parade" twice
a week at 3.30 p.m. for an hour. This
is going on at the Orpheum to-morrow
night at 11.0 p.m. It will be interest-
ing to see how it goes over at 414
per. It has been crowding Barrett
Hall to the limit with a lot turned
away. Gordon may be taking so much
time for radio. It is remarkable how
business has picked up in the past two
months.

Last evening your mother and I
attended a Turkey dinner and party
at Jefferson Ward in honor of Bishop
Kasper Fitzgerald who has been elected
into the High Council of the new Will.

State. It was ⁴very pleasant gathering, about
700 or 800 were present. A good program
was presented. It was an entire sur-
prise to Bishop Setzer and he was
quite overcome. They have very high
regard for him.

Your mother has doubtless told you
of the fine weather we have been having.
While we were in California, the weather
here was warmer and more pleasant
than there. Since our return we have had
only one or two days of storm. The rest
of the time has been sunshiny and
crisp. Scarcely as low as freezing, ex-
cept a little at nights.

I hope you are taking the best of care
of yourself and getting plenty of exer-
cise and nourishing food. Be sure
to cultivate acquaintance with and exer-
cise your charms on some fine young
men of the right faith and temperament.

We enjoy your interesting letters and
the regularity of your missives.

Much love and best wishes,

Love Mr. Mac et al. Father (include Mr. White)