

Washington, D. C.,
May 11, 1943.

Mrs. Lyndon B. Johnson,
2519 Harris Blvd.,
Austin, Texas.

Dear Lady Bird:

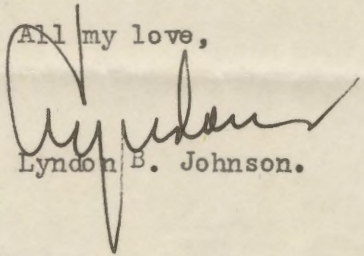
I have been very disappointed the last two days in not having heard from you. I am extremely anxious to know what happened on the moving matter and the talk you and Jesse had with Escoe. I am afraid no news is bad news.

In view of Mr. Barron's attitude as described in the memorandum from Escoe, I think Escoe should write him a check for \$100 and attach to the check a letter from Barron to you stating that he is accepting the check and will not in any way hold you or the corporation responsible for this debt. Then, Escoe should take the check and the letter to him, ask him to sign the letter and tell him that you have drained the bottom of the barrel in order to give him this much. Then take the letter to the auditor and clear the account.

I am still waiting on the estimates from you and Harfield on the amount of money needed for (1) furnishings, (2) equipment, and (3) advertising. The equipment and furnishings estimates are very important because I think we should lay in a supply of tubes and buy the consoles at the earliest possible minute. Why doesn't Escoe get a list of needed stuff from the engineer this weekend and give it to you so that just as soon as Harfield gets down there Monday you can have him check it and make inquiries as to whether it can be purchased or not, and then get in your orders.

I am longing for the time to come when I can get away from here and back to Austin. There isn't an hour of the day that I don't miss you and wish you were here. You ought to be three persons so you could be at all the needed places at the same time.

All my love,


Lyndon B. Johnson.

Washington, D. C.,
May 11, 1943.

Honorable Wm. H. Clark,
Republic Bank Building,
Dallas, Texas.

Dear Bill:

I am sending you herewith one copy of:

(1) Akerberg's letter transmitting the contracts
on April 22nd,

(2) Copy of contract

(3) Copy of Court decision.

Here is my thought on the matter: I hope you will call Harfield Weedon at WFAA (he is the boy that will manage our station and whom you met) and ask him to think over exactly what kind of a contract he thinks our station should have. Then, I wish you would call Albert Swensky and get him to do likewise or at least get him to have his top radio business man outline for you a proposal that he thinks we should make to Columbia. Frankly, I don't think we can derive much revenue from a Columbia contract for the next two years if we have to depend on our selling the national advertisers, first, because we do not have the sales force, and second, because the advertisers know nothing about our station.

For these reasons, I think we should propose that they pay us \$15 or \$20 per hour for the commercial programs we use and Columbia should agree to buy the day-time hours from us to carry all of their day-time commercial programs, giving us their sustaining programs without charge. Columbia could then give our station to their present national advertisers for a year, and we would become established to such an extent by that time that we and they would have a chance to sell the national advertisers.

In any event, what I want to get at is this: Get Weedon and the KRLD man to agree with you on what kind of a proposal we want to make to Columbia when we go up there next Monday. I think this is awfully important because I do not know enough about actually what we need, and in this instance I have to rely on what you can get from our friends who should know what kind of a contract we should ask for in order to get some revenue during the next two critical years.

I presume you have already talked to Houston Harte about the Corpus Christi station contract with NBC.

Tom and Mary came by last night and brought me some fish that Tom had caught over the weekend.

I know of your many problems and I am very reluctant even to ask you to take a couple of hours on this matter for me, but literally speaking, the station's life is in your hands, and what the ultimate outcome will be will be determined, I think, largely by the work you do with Weedon and the KRLD man before you come up here. We must constantly bear in mind that we want to present Columbia a proposal that they can and will accept that will bring us some revenue for the next couple of years.

With every good wish, I am

Sincerely,

Lyndon B. Johnson.

lbj m
radio station

CC: Mrs. Lyndon B. Johnson.