

Congress of the United States
House of Representatives
Washington, D. C.

April 1, 1943.

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

Dear Lady Bird:

I am attaching a letter I got from Jesse after you left. In order to call them particularly to your attention, I have marked paragraphs (1), (2) and (3). About the first thing to be done is to determine definitely if Dudley Miller, Manager of the building, understands that the sound-proofing partitions, linoleum, wiring, etc. costs are to be borne by the building. I understood from Herman that it would be. John understood from Herman that it would be. We both understood that Herman would talk to Mr. Miller about the matter. Since apparently from Jesse's letter it is not clear, after talking to Miller, I think you should in a very business-like manner telephone Herman and ask if an arrangement can be worked out by the building to take care of these costs. The answer should be simple and short. Either Herman says yes or Herman says no. Before we make another move we should know this. It will be nothing to get angry about or nothing to argue about it. We just have to know.

The other two big problems with the station as I see them are these:

(1) Keeping operating costs at a minimum low. Roughly, I think these can be divided under the following heads:

- (a) Personnel
- (b) Service (including news reports, Standard Library, ASCAP, etc.)
- (c) Power, insurance, rent and telephone.

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This total over-all expense per month should not be in excess of \$2500 or ~~\$2750~~. It would be extremely difficult to keep it within this figure, but it does give you something to check on, look at, study and thoroughly analyse. Perhaps the insurance and power can be reduced to a small amount. Perhaps some consolidations can be made in personnel. Certainly the other items are more or less standard. We must approach this total out-go, however, with a definite knowledge that as we go farther into the war economy revenues are going to continue to decline. We may boost it up for a month or so but advertising is bound to fall off, and we must not make the mistake Elliott Roosevelt made by getting to top-heavy with expense.

(2) We must be able to give the people better programs and programs of a nature that they will enjoy more than any other station. Generally speaking, I think we have already made arrangements for the news and music part. I think in order to meet the above goal this must be supplemented by a lot of variety and imagination. I know you can develop some good plans, and I think Escoe, Wilton and everybody else should concentrate on this. If we can get everybody listening to the station it is reasonable to assume that we can get enough revenue to carry on.

What I would like to have from you Saturday week is your opinion on the above points. Give me a pretty good, clear picture of what you think the top expense figure per month will be and also give me your opinion on our present programs and what steps we can and have taken to increase audience interest and appeal. So much for my ideas.

I am going to New York tonight with John. I may have to return at noon tomorrow but may stay over Friday and Saturday. We have an appointment to eat dinner with Eddie Weisl and Dick Berlin (Berlin is with INS - Hearst papers). Tomorrow I hope to see Paley of the Columbia Broadcasting Company and also the SeSac people. I will write you upon my return and tell you what happened.

The night you left I had dinner with the Speaker, J. K. Brim and Bill Kittrell. It was rather a rough evening somewhat similar to the last time Brim was up here. But, Sam and I left at 10:30 and we did not feel too bad the next day. Last night I went by and picked Jim Rowe up and had dinner at his home with Elizabeth, her mother and Jim's father. Got home about 10:30 and Sam Houston and Albertine were still up.

I have been getting down to the committee meetings in the morning although I was late this morning because Tom Clark came by and had breakfast with me. Had a long conversation with Senator about some of his business and wound up by discussing the radio station. I told him that I was sorry he had not felt it desirable in the light of your letter to attempt to prevail upon Frank to take over the station on the salary profit-sharing basis. The net outcome, however, was zero.

After you have three or four days on the ground floor and have had a chance to talk to Senator, Sherman, Jesse, and perhaps Frank, give me your recommendation on the managership.

While waiting on Jim Rowe yesterday I bought a couple of Easter rabbits for Jo Ann and the boy. They both seemed to get a big kick out of them.

Senator expressed the hope this morning that you would stay with them some and I hope you arrange to spend a night or two there and with Jesse, although I want you to make general headquarters with Mother, because she will resent it if you don't. You are a mighty brave little girl to take over this job. I felt mighty blue the other day after putting you on the train because I thought you were unhappy.

Have nothing new on the Africa trip but it should be settled one way or the other by the time you hear from me again. Be sure to see Gene Lassiter and your other friends there and give me a line on who is fighting us. I am sure Everett has heard from the old stockholders by now so tell me anything you know in your next letter. Also, let me know the minimum number of typewriters we can get along with at the station, and if you think I should sent the other portable I have here.

With love,

Lyndon
Lyndon B. Johnson.

My friend - He had to catch the plane and didn't read but the first two pages.
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