

4921 30th Place, N. W.,
Washington, D. C.,
April 17, 1943.

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

Dear Lady Bird:

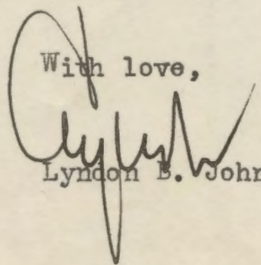
I think we are always going to have serious problems with KTBC until we get a top, experienced, thoroughly reliable radioman to take charge and represent you and run the station. Here is a letter Paul Bolton wrote me sometime ago about Richardson. After you read it you may want to discuss it with Paul and if Richardson particularly appeals to you ask Paul to telephone him and feel him out on a top contract for Austin as Manager.

Of course, this would mean that Escoe would work under him and neither would probably like that. It might be that Escoe would leave under such an arrangement, and I would not particularly care. I have little, if any, sympathy with his evasions, guess-work, etc.

Will talk to you and Jesse tomorrow night.

Talked to Ed Weisl again last night. He says they are going to do everything they can but I don't expect anything definite until later on next week.

With love,


Lyndon B. Johnson.

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DEAR LYNDON:

YOU SURE GOT AWAY IN A HURRY WITHOUT TELLING YOUR FRIENDS GOODBYE. AS A MATTER OF FACT, I WAS PRACTICALLY IN BED WITH A COLD THE PAST WEEK WHICH MAY BE SOME EXTENUATION FOR NOT HAVING GOT IN TOUCH WITH YOU AGAIN.

LYNDON, THE REASON FOR THIS LETTER IS THAT ROGER BUSFIELD WAS IN THE OFFICE YESTERDAY ASKING ME WHAT ROY HOFHEINZ WAS DOING AROUND KTBC AND OF COURSE I DIDN'T KNOW; BUT IT LEAD ME TO THINK THAT YOU ARE STILL GOING THROUGH WITH THE DEAL; AND TODAY A MAN WAS IN TOWN ~~XXX~~ WHO, I THOUGHT, MIGHT BE USEFUL TO YOU IF YOU ARE INTERESTED.

HIS NAME IS DUKE RICHARDSON; ALMOST AS TALL AND SOMEWHAT THINNER THAN YOU, A VERY ENGAGING PERSONALITY; HE IS NOW SOUTHWESTERN SALES MANAGER FOR KING FEATURES WHICH AS YOU PROBABLY KNOW IS THE "PARENT" COMPANY FOR INS, HENCE OUR ACQUAINTANCE.

DURING OUR CONVERSATIONS IT DEVELOPED THAT HE STARTED OUT IN RADIO WORK; HE PROMOTED WDAN AT DANVILLE, ILL.; THE NEWSPAPER THERE BOUGHT HIM OUT AND HIRED HIM TO BUILD AND RUN IT. HE WAS THERE FROM 37 THROUGH 40.

NOW THE REASON I THOUGHT HE MIGHT BE INTERESTED, AND THE REASON I'M WRITING YOU, IS THAT SOME WEEKS AGO HE WAS THROUGH HERE AND TALKED TO ME ABOUT THE TRIBUNE. HE IS GETTING READY TO QUIT TRAVELLING AND WANTS TO SETTLE DOWN. YOU HAVE ASKED ME BEFORE TO GIVE YOU MY IMPRESSION OF MEN; AND MY IMPRESSION OF HIM IS THAT HE IS A GO-GETTER AND PROBABLY COULD RUN THE STATION IF YOU NEED SOME ONE. HE KNOWS RADIO; HE KNOWS SALESMANSHIP; HE'S AN IMPORTED TEXAN THAN WHOM THERE ARE NO MORE LOYAL; AND HE SEEMS TO ME TO HAVE THE QUALIFICATIONS YOU NEED TO MAKE A SUCCESS. OF COURSE MY IMPRESSIONS OF HIM ARE WORTH JUST WHAT FREE ADVICE IS WORTH!!

LET ME KNOW IF YOU ARE INTERESTED AND I'LL GET HIS ADDRESS FOR YOU. HE IS NOT ANXIOUS TO CHANGE JOBS, IN FACT I THINK HE MUST GET A FAIRLY NICE STIPEND NOW; BUT I AM PRESUMING FAR ENOUGH TO TELL YOU ABOUT A GOOD MAN WHEN I SEE ONE. HE'D CERTAINLY BE BETTER THAN BOLTON BECAUSE HE KNOWS RADIO; BOLTON DOESN'T.

P.S. And of course in still rarin' to do whatever I can to help.

BEST LOVE,

Paul