

October 11, 1934.

Mr. M. H. Aylesworth, Pres.,  
National Broadcasting Company,  
30 Rockefeller Plaza,  
New York City, N.Y.

Dear Deak:

Your letter of the 9th, in reply to my telegram regarding the Rogers program over the Columbia Chain, received.

You state in your letter that the Gulf Company took only the Eastern stations and that Rogers had not been heard as far West as Chicago. This is not clear to me as in the previous setup, Fort Worth was included on the NBC Chain, while at the present time the Columbia stations in Texas are handling the Rogers program. In any event, I was glad to hear from you and hope there is a possibility sometime in the future to reclaim this account for the NBC.

Meanwhile, I shall be glad to send your letter along to Will as I feel sure he has nothing but the friendliest feeling toward the National Broadcasting Company and the chances are, if left to him personally, would prefer to be on your programs.

I have sent you a copy of the Dallas Times Herald giving the writeup and publicity in connection with Rogers' first appearance on the Columbia Chain.

With best wishes, I remain

Sincerely,

AGC.KD