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Coughlin Back Again ^{T-4} _{9/15/40}

Father Coughlin is quietly planning to stick his oar into the presidential campaign with a new radio series to begin around October 15. But he is having a lot of trouble arranging contracts with stations.

Since the controversial nature of his talks bars him from the big networks, under the National Association of Broadcasters' code, the only course open for him is to buy time on individual stations for purely political speeches. This the radio priest is now trying to do.

But he is encountering a lot of coolness among station owners. They are at loss just how to classify his fulminations, since his political support has been repudiated by Wendell Willkie, and he already is persona non grata with Roosevelt.

If the Detroit priest does go back on the air, radio insiders say he will have even fewer stations than last year, when his list consisted of 46 small and one large—WJR, Detroit. Several stations in the Colonial (New England) network are hesitating about signing up again.

So, too, is Station WEW, operated by St. Louis University, a Jesuit College. This is interesting, because manager of WEW is one of Coughlin's strongest supporters, Father W. A. Burk.

When the NAB code was announced last year, Father Burk flew to Coughlin's defense, charging that he was being persecuted. He threatened to fight the code at the NAB convention in San Francisco. But, to everyone's surprise, Burk proved quite conciliatory, and told Edgar Bill, chairman of the NAB code committee, that WEW would not broadcast Coughlin this fall.

NOTE—Coughlin plans to broadcast by means of transcribed records over the individual stations. This is much cheaper than network broadcasting—a possible tipoff that the cash isn't rolling into his coffers as it once did.