

WINS

26 West 44th Street

New York 36, N.Y. - Bryant 9 6000

Gotham Broadcasting Corporation

Office of vice president and general manager

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June 25, 1954

The car is on the way to the coast with New York license plates. I have the car covered for \$100,000-\$300,000 liability, \$50 deductible collision, in my name. Insure the car the moment it arrives ~~with~~ ^{under} your own name, and notify me so that I may terminate the policy held here. It may be a good idea to bring the plates back to New York. Perhaps they can be transferred to someone else at a later date.

To go back to the 802 situation for a moment, Tobin has told me that our brief will be filed this week, and has reiterated that there will be no decision forthcoming for several months.

When you get back, we can decide as to how you might want to use the WOR decision to our advantage.

Enclosed is the wire service report.

Several good national accounts have come in during the last couple of days, including Hudson Motor Cars (6 participations per week in the pre-game show), Super Suds and Pomatex. We have lost the Sky Coach account temporarily, but they had a very successful week before the termination and are inclined to drop their newspaper budget and use WHEW and WINS.

Business is awfully slow for all stations at the moment. However, we'll keep our head above water through July and the early part of August until fall activities start.

We are very close to getting the Army football games for the fall, including syndication rights. I have entered into an agreement with the Bolling Company as partners, and have proposed to West Point that Bolling and ourselves act as their agents. The plan is being recommended to their Athletic Board next week. If the board approves, we will not only get the games for nothing, but we will be paid for complete production and talent, as well as sharing in the income from syndication. This could be a very fine income producer for us.

In addition, I have a tentative agreement with Moon Dog (Alan Freed) of KJW, Cleveland, to move to WINS during the latter part of August. My deal with Freed includes syndication rights as well, and this, too, could make us more money than the WINS property ever could.

stay tuned to 1010 - stay tuned to 1010 - stay tuned to 1010 - stay tuned to 1010 - stay tuned to 1010 - stay tuned to 1010