

WINS

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TO: ELROY McGAN

FROM: BOB LEDER

DATE: OCTOBER 26, 1955

SUBJECT:

cc: JACK KEATING

Dear Elroy:

I checked Broadcasting Magazine regarding rates. We can have an inside page in color for \$448 or the back cover for \$500. This is the 26th time rate which we have earned this year. The \$500 for the cover would include color and a bleed page. I understand that there are 5 back covers available between now and the end of the year. May I have your advice regarding possible participation of NYA, KTVW, KFEL and/or WINS.

We now have 15 salesmen and a sales promotion writer which has created a secretarial problem despite the addition of the one girl. We may have to add an additional girl if the tremendous amount of correspondence and presentations keep up. In addition, the space problem has become acute, as you will note during your next visit. Every effort should be made to move Auto-Cue out if we are to maintain as large a sales operation.

I'm enclosing a copy of the IBEW contract. Calame urgently requests our approval of it, before calling a shop meeting and giving it to the men. This is to preclude any possible change at a later date. Please give it your immediate attention and advise me by return mail.

Our rep situation on the west coast is still unsettled. I understand from Jack Featherhead that he has not appointed Headley Reed in San Francisco as we had previously understood. At the moment, Headley Reed is of the opinion that they have the station, Chuck Christiansen of Adam Young is still representing us in San Francisco and Lee O'Connell of Burke Stuart in Los Angeles. I would appreciate your trying to make some sense of this mess and advise me accordingly.

Dick McKee has spent a good deal of time cleaning up the listing situation which is now satisfactory if not good.

The court action of Louis Harden "Macdog" against the station for damages starts. As you know, he has collected a \$8000 judgement from Alan Freed. Johnson brought in as a third party defendant and believes that we have no liability in the matter. Judgement has been paid once on the damages and that Freed in his contract with us represents that he owns the name and absolves us from any liability thereof. In addition our insurance covers possible liability in such actions.

Business continues at a healthy pace. I do think we will have to start weeding out some of the unproductive guys in the sales operation towards the end of the year as the overhead is mounting considerably. We must be concerned with every man carrying his weight.

Hope this letter finds everyone well at home. Regards to Miriam.

Sincerely,

Bob