

WINS

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TO: ELROY McCAW

DATE: 4/14/55

FROM: BOB LEDER

SUBJECT:

Dear Elroy:

Enclosed are Macy ads with our promotion. Childrens week has been a great hit with large attendance for our shows. Today we broadcast Lacy live with Macy's picking up the tab.

Enclosing promotional run-down for week of April 11. Dick McKee supervises this operation.

The LIFE Rock 'N Roll story breaks this week on page 166. I have an advance copy and WINS gets a wonderful spread. We are the only call letters mentioned. Please pick up an issue as I don't have an extra one at this early date. I'm saving four of the Rock 'N Roll jackets shown in LIFE for your kids.

We won a "Show-Management" citation from VARIETY. Story on page 32 current issue. Be a good piece to reprint for promotional purposes.

Paramount show with Freed doing exceptionally well. Paramount talking of booking Freed and show in theaters throughout the country. . . which will mean additional revenue with no expense to us.

Yankee opener was delayed a day by rain. Got off as scheduled yesterday.

Business continues to go well. See you next week.

Regards,

Bob