



**ISN'T THIS STUPID?**

a rooster with 31,258 names!



**"GOOD MORNING - IT'S KNIGHT"**

**WJZ-ABC**

7:15 - 8:00 A.M.

Monday through Saturday

770 on your dial



## ... a rooster with 31,258 names!

Know how he got 'em? Just because Ray Knight asked his listeners on "Good Morning - It's Knight" to send in names for his rooster.

And that's the way Ray is. When he asks his listeners to do something, they do it. He asks them to buy your products - and they do. It all seems sort of corny to us - but there's no getting away from the fact that Ray Knight's listeners do what he tells them to do.

If you want to know  
more about this rooster deal  
here it is . . .

In the cool of the dawn, early in October, Paul Whiteman dropped in to see Ray Knight during his "Good Morning - It's Knight" show, 7:15-8:00 AM, over WJZ. Paul looked a little mussed up, and his clothes bulged more than usual, but Ray went on with his broadcast. Just about then Paul pulled out from under his topcoat, the silliest, funniest looking, Plymouth Rock rooster you ever saw, dropped it in Ray's lap - and left the studio!

Now there it was. Trying its best to



Paul Whiteman drops a rooster on Ray Knight.

reassert its wounded dignity. What was Ray to do with the thing? Leave it in the studio? No, that would get him in trouble. He tried to take it into his apartment when he went home - but no, they wouldn't allow it there. Of course he could send it back to Paul, but that wouldn't be making the most of a situation. He'd keep the bloomin' thing - but how and where?



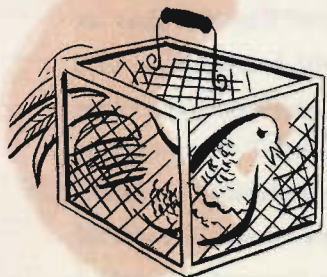
## A place to live - in the city

Finally, by a neat trick, he found a place to keep it. Ray called the garage across the street and asked if he could park a Plymouth there. The answer was "yes" - but there developed unusual activity when the Plymouth turned out to be Ray's Plymouth



Rock rooster — in a nice, big clean cage Whiteman had left in the hall. But the garage was “game” — so they kept him.

Paul Whiteman had no name for him — Ray had no name for him — the people in the garage had only asked questions. So — let the listeners name him. And that was the beginning of the “Name The Rooster Contest” on Ray Knight’s “Good Morning — It’s Knight” program — WJZ-ABC — 7:15-8:00 AM — Monday through Saturday.



## Names by the thousands

Ray told about this rooster situation over the air — and the names began coming in, — *about 2,000 a day!*

Five of the best for each day were awarded prizes. Nice prizes — pressure cookers — watches — and other things, — to a total of \$6,000 worth of merchandise and services.

The grand prize was to be a trip to Bermuda — by air — for two people. All expenses paid, for five days. That really caused excitement.



Some of the \$6,000 worth of gifts in the “Name The Rooster” Contest.

## You can't keep a good rooster home!

The rooster “got around” too. Ray took him to visit Alma Kitchell on her very lively program for women. Then Patt Barnes and his charming fifteen minutes of philosophy and poetry. Then Phil Alampi (the rooster liked Phil best — could understand what he was talking about on his “Farm News”

program). They called on the Fitzgeralds at breakfast, and on Allen Prescott, at the dinner hour. The crazy rooster was getting to be the pet of all WJZ.

At the same time, ads in daily newspapers told about the “Name The Rooster Contest” — ads in Variety about Ray Knight’s first anniversary — for it





had been decided, by now, to select *the* name for the rooster at a big breakfast in "Down Under" restaurant in Radio City on the anniversary of Ray's program on WJZ — Saturday, November 2nd.

## and on the air

Day and night, as the rooster was just strutting around, preening himself, wondering what would happen next — he kept hearing things like "Plymouth's Pride, Knight's Folly, what would *you* name a rooster?" Then an announcer would go on to tell all about the "Name The Rooster" Contest. These were the spot announcements over WJZ — and they went on for a couple of weeks.



## Memo from a rooster

Finally our rooster had to have his "say" — so he drew a little picture of himself — wrote a memo to over 300 of his friends in the Advertising Agencies — and tucked them into boxes of eggs that he got from his girl friends, and had Western Union deliver them. That's how he tells the story! Sent a lot to newspaper and magazine friends, too — and salesmen. There were more eggs in offices that day than in Christmas egg-nogs.



## BREAKFAST AT "DOWN UNDER"

Then came the day — the day of the Anniversary Breakfast for the winners of the Name Contest. And names! *Thirty-one*

*thousand two hundred and fifty-eight* (31,258) people had suggested names. Some were elderly, dignified men and matrons, many were smart young home makers; some were young boys and girls. One was a real Indian Chief. They were from well-to-do families and from middle class homes — young, old and in between — from Pennsylvania, New York, New Jersey, Rhode Island, Connecticut, and Massachusetts. These are some of the people who listen to "Good Morning — It's Knight" regularly — people who depend upon Ray Knight for the time, for fun, for cheery music in the morning — the people who buy in quantities the things he advertises.



The Anniversary Breakfast at Down Under restaurant, Radio City.



## "OLD FUSS AND FEATHERS"

Well, back to the Party. After music, more Ray Knight chatter, and a good breakfast — in came the most beautiful birthday cake — almost as big as the rooster's cage. And then Ray read a letter sent by a very nice lady. That did it. The rooster got a name — "Old Fuss and Feathers". Mrs. Lucille Mathney of 28 Fletcher Avenue, Merrick, Long Island, was the one who sent in the name, and here's what she said:

Dear Raymond Knight:

Why not call your rooster "Old Fuss and Feathers"? This is what they called General Winfield Scott. The Encyclopedia says General Scott was "egotistical, temperamental, but had a sense of humor. He was also subject to fits of rhetoric." Your rooster is certainly all four and his rhetoric coming only in fits.

He has stirred up a fuss, especially about crowing, and he is certainly feathered, so I think an appropriate name is "Old Fuss and Feathers".



Ray cuts the cake—Paul waits for his cut.

The birthday cake... Ray Knight... A rooster made of chrysanthemums.



Mrs. Lucille Mathney of Long Island — who named the rooster, "Old Fuss and Feathers."

Mr. & Mrs. Roy Mathney of Merrick, L. I., N. Y., are shown starting out for a trip through the Islands.



Mr. & Mrs. Roy Mathney leaving by British Airways plane for Bermuda.

## HAPPY DAYS!

Lucille Mathney was awarded the Grand Prize and she and her husband left by plane for Bermuda on Sunday, November 10th. They had a wonderful time — did all the things people love to do in Bermuda.

After this was all over, "Old Fuss and Feathers" felt a little tired. He decided he'd like to go back to Whiteman's farm. Don't think life on that farm will ever be the same again. The stories that rooster tells!

## "How about us?"

One he tells to keep all the hens in line is about the day the girls from the Hollywood Model School picketed Ray Knight.



It all happened because one morning Ray dropped a casual remark about New York's beautiful models, but added, "None of them comes from New York."

That started things. In a couple of days, Ray was just as baffled as the rooster to see a dozen or so, beautiful, lovely, smartly dressed girls — going up and down the streets, carrying signs saying things like "Ray Knight is a Dope," "Ray Knight is a Jerk," and "New York does produce beautiful models — how about us." Along came the newspapers taking pictures of the girls. Next day one of the pictures was in the center pictorial spread of The N. Y. Daily News. Even the rooster couldn't cheer Ray up that day — the girls had him down.

## Something to crow about

But finally both Ray Knight and "Old Fuss and Feathers" were happy — had something to crow about. When the contest and the "Anniversary Breakfast" were over, they both realized that there are thousands of people in these Eastern States who listen to "Good Morning — It's Knight," write nice letters to Ray — wish him a happy anniversary and many more — and that newspapers, magazines and manufacturers like the way "Good Morning — It's Knight" does things — from 7:15-8:00 AM — Monday through Saturday over WJZ-ABC — 770 on your dial.



## NO FAIRY STORY

This story about "Old Fuss and Feathers" may read like a fairy tale. But it isn't. It's proof again that people feel close to WJZ — that "Good Morning — It's Knight" is a program with thousands of loyal, enthusiastic listeners who buy the products they hear mentioned on the program. Ray Knight has been selling goods for Colgate-Palmolive-Peet, Continental Baking Company, Hollywood Model School, Lehigh Navigation Coal, The Mennen Company, New York Herald-Tribune, Rit Dyes, Durex Blade Company, and General Foods. He can sell goods for you, too. You will be in very good company.

Get in touch with Chick Doty, Sales Manager at WJZ, and he'll tell you if there is still some time available for you on "Good Morning — It's Knight" or call your ABC Spot Sales Representatives.



"What's the matter with us" say the models to Ray Knight.

Hollywood Models draw a crowd — get photographed.



Hollywood Model School girls picket Ray Knight.

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