

PATT MCDONALD

Salesman

\$44.55

Big fat rather sloppy man, about 35, looks like typical traveling salesman. Don't like his appearance or manner. Rather dislike having a business establishment of mine represented by him.

Analyzed his calls and sales for 15 day period, found he averaged 4 1/3 calls per day, made 12 sales, has 19 pretty likely prospects.

Thought 4 1/3 calls per day rather low for day--didn't see how it could consume more than half day, even counting calls when man not there and numerous efforts to make appointments by telephone, etc. Asked Escoe what else they did, found salesmen had to write script for their "spots" and sales blurbs and make service calls on accounts--these not listed on record I analyzed. For instance, Williams has 12 spots a day; McDonald handles account; McDonald goes down to Williams and says, "Tim, what do you want me to talk about today?" Tim says, "Mac, run down in linen department and take a look at our new plastic table mats and say something about them." McDonald looks over merchandise--he knows store and advertisable merchandise pretty well--and writes own script. Big city stores have script writer of own; no Austin store does. This script dull and colorless--or rather it is not too bad but could surely do with some bright words. Escoe says emphatically we are weak on script writing department and looks forward to time when we can have good one. Me too.

McDonald seems to have quite a few good friends around town who favor him with accounts. Escoe thinks might lose accounts if lost him.

Draft status 3B. Wife and one child. Was 3A, sent card for reclassification and then Houston board sent him back 3B. Think it is mistake and expect change.

Look forward to time when can replace him.

Since writing the above he has evidenced his dislike of making out the reports, handed in the sarcastic one about his menus, etc., and told Escoe he "would give notice but had to talk it over with his wife." Has not said anything further and neither have we--just letting it ride until can locate good salesman. Definitely want to replace him if can. Might lose some contracts from good friends of his--possibly Williams.

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DEAN TURNER
\$33.55

ANNOUNCER and PROGRAM DIRECTOR

Tall, rather flashily dressed fellow, hair a little too long, artistic looking type--cross between Joe College and Hollywood. Rather arrogant, don't-give-a-darn attitude. Did not like him. Look forward to replacing him.

Comments:

L. P. says he stumbles, can't pronounce words, talks "put on", wishes we would get another announcer.

E. C. says he does not know value of word emphasis--emphasizes all words, therefor gets to saying string of words but no sentences. Not smooth. Wearies one to listen. Theatrical.

J. C. K. says he likes him rather well.

L. M. K. says likes him alright; voice like popular San Antonio announcer, Corwin Ruder; successful child psychiatrist some time ago Escoe asked draft board to give Turner 30 more days; they gave Draft with US classification which Escoe had not requested.

Turner sees that station goes on air in the morning--is his responsibility. He is in charge of all announcers and sees that all commercials go on air. Works up programs for the station. If one program expires, sees that another one goes on. Clears all music. Gives 7:15, 12:15, 4 p. m., and 7:15 p. M. news.

Will talk to him about programs and take some more time to make up own estimate of him. Escoe says he has great interest in and loyalty to his job. Has been with station since September.