



Radio Spot

Steven Windsor

60-second Christmas spot

Copywriter: Anne Schwab

Sound Effects: Reindeer hooves and sleigh bells throughout spot

RUDOLPH REINDEER: Sound Effects: Bringing his fellow reindeer to a halt

“Woo-o-o-o, boys. Wait here just a second while I *prance* on into Steven Windsor Men’s Store.

Sounds Effects: One set of hooves heard inside store, store noises) I always do my Christmas shopping for the fellows at Steven Windsor. The selection and service are right on the *nose*.”

SALESPERSON: “May I help you, Sir?”

RUDOLPH REINDEER: “Yes, indeedy. I’ll take a three-piece wool-blend suit for Dasher...a sporty topcoat for Dancer...a double-breasted peacoat for Donner...a large-knit ski sweater for Blitzen, in red! A leather coat will *jingle* Prancer’s fancy. And, casual slacks and jeans for Comet, Cupid and Vixon – two pairs each, of course! With the great prices at Steven Windsor, I save big *bucks*.”

SALESPERSON: (amused) “Oh, Mr. Rudolph, you’re such a *dear*.”

Sound Effects: Increase sound, reindeer hooves and sleigh bells

ANNCR: “*Hoof* it on over to Steven Windsor Men’s Store for all *your* holiday shopping.