JOB NO. 6082  
CLIENT Ford Motor Company  
PRODUCT  
10/24/46 PG

PROGRAM Northwestern University  
TIME Football Telecasts  
DATE Saturday, Oct. 26, 1946  
STATION WBEK, Chicago

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**SOUND**

**MUSIC FULL** (BEHIND CRYSTAL BALL OPENING FILM)

**MUSIC DOWN**

**FAUST** This is a television sports special direct from Dyche Stadium!!!

**MUSIC UP** (SYNCHRONIZE "DYCHE STADIUM" TITLE CARD WITH SAME WORDS ABOVE - THEN BEGIN PAN DOWN THRU "COLLEGIATE FOOTBALL" AND NORTHWESTERN UNIVERSITY VS. COLLEGE OF THE PACIFIC)

**MUSIC OUT** (TO FAUST AT DESK, SUPERIMPOSED OVER FILM OF FOOTBALL ACTION)

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**VIDEO**

**FILM**  #1 on Don

**STUDIO**  #2 Jerry set cut out

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**STUDIO**  #3

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**FILM**  #1

**STUDIO**  #3 2 on play

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**FAUST** Good afternoon football fans. Once again, it's the privilege of yours truly Don Feust to welcome you on behalf of the Ford Motor Company, makers of Ford, Mercury, and Lincoln automobiles ... to the telecast of another thrilling football contest direct from the field of action. Today Ford presents for your pleasure the game between Pappy Waldorf's Northwestern Wildcats and the fighting team of the grand old man of football ... Amos Alonzo Stagg's College of the Pacific! In just a moment, I'll be back.
with the starting line-ups, but in the meantime, let's get a greeting from Joe Wilson out in Evanston. So, for a picture of how things are shaping up at Dyche Stadium ... here's Joe Wilson!

WILSON

(ON CAMERA IN TOWER - MAKES INITIAL COMMENTS FOR APPROXIMATELY 2 OR 3 MINUTES, THEN RETURNS PROGRAM TO STUDIO)

(TO FAUST ON CAMERA)

FAUST

In just a few moments, you are going to see out on the field at Dyche Stadium some of the nation's top gridders. There has been a rumor that Coach Stagg may retire after this game, so perhaps this will be the last line-up sent on the field by the grand old man that was too old to coach U of Chicago football 1¼ years ago. The shaggy-haired mentor today is going to have such boys as......

(TO GLOSSY PICTURE MOUNTS OF PLAYERS - FAUST TO PREPARE COPY ON EACH WHEN LINE-UPS ARE AVAILABLE)

(ON CUE LINE....."AND ANOTHER GOOD REASON WHY THE WILDCATS HAVE CLAWS THIS YEAR" COME BACK TO FAUST ON CAMERA)
FAUST: And there you have them, eleven good reasons from College of the Pacific, and eleven equally impressive ones from Northwestern, why today's contest should be one of hard-headed football thrills. It's nearing kickoff time, so, to give us the action as in previous weeks, here is Joe Wilson.

WILSON: (IN PRESS BOX - LAST MINUTE CORRECTIONS AND FIRST QUARTER PLAY BY PLAY. RETURN THE PROGRAM TO THE STUDIO IMMEDIATELY UPON CONCLUSION OF THE QUARTER FOR 1st COMMERCIAL - COMMERCIAL)

MUSIC LOW: (NARRATION BY FAUST BEHIND FILM)

FAUST: What's that??? Ford's out front with everybody??? That's talking kind of big brother. What I want to know is ... says who???

Well, says me, Mr. Cottontail, for one.

FAUST: Ford's way out front in performance! It's got two great engines. The "hundred horse" V-8 and the "ninety horse" six!

And like the lion, Ford, has King-sized brakes. Big, oversized hydraulic brakes that could stop a truck ... easy. Ford (CON'T)
SOUND

1st COMMERCIAL CONTINUED

has the biggest brakes in the low-priced field.

Like our little kangaroo friend might say, 

IT'S a plenty smooooth ride you get from Ford's new "rest-ride" springs of multi-leaf construction, and Ford's exclusive spring suspension.  

Where'd you ever see a better looking car?? The new Ford looks like one of those big, expensive jobs. It sure is a honey for looks!

MUSIC UP  

AND OUT  

WILSON  

(SECOND QUARTER PLAY BY PLAY. RETURN TO STUDIO AT HALF AFTER BRIEF SUMMARY OF ACTION)
MINUTE MOVIE #3
Thrilling as your first ride in a plane - your first ride in a new Ford!

For this happy family, the Ford in their Future is a dream come true!

To one excited passenger, it has seemed as if the plane had crawled all the way home!

And there's the prize-winning possession they'd wired her about! Their new Ford - with all its new features ... Smart styling outside ... and inside, too.

Plenty of room - the seats are so wide and deep ...

And talk about comfort! Ford's Multi-leaf springs make every ride in a new Ford a Rest-ride!

V I D E O

Ford at airport, family starts to get out
Close-up of grille
More of family getting out walking away
Passengers coming out of plane
View of car, youngster opens door
Steering wheel and instrument panel.
Everybody into car.
Driving down road.

(OVER)
MINUTE MOVIE #3 (CON'T)

Another new Ford. Like all these great cars, it has "king-sized" brakes - powerful enough to stop a truck!

Plenty of room, eh mister?

And all these features - looks, performance, economy - are yours... whether you choose a hundred horsepower Ford V-8... same type engine used in the costliest cars... OR the brilliant ninety horsepower Six... America's most modern six cylinder engine.

SEE THESE GREAT NEW CARS AT YOUR LOCAL FORD DEALER

VIDEO

Another Ford parked in front of house.

Man comes out with golf bag,

He opens trunk, puts golf bag in.

Dissolves to grille

Car drives down road -

Another Ford - on the road.

#3 on Faust
SOUND

(TO FAUST ON CAMERA ... AT DESK)

FAUST

All around the country today, from coast to coast and border to border, football is king. Most of us have an interest in how the other teams are faring ... so right now let's swing around the country and pick up a few of those scores ... after which we wish to present a very lovely guest. Here we go ...

MUSIC BEHIND (HAND ONLY IN CAMERA WRITING OUT TEAM SCORES. SCORING ONLY) FAUST COMMENTS AS THEY ARE BEING WRITTEN. AFTER HALF A DOZEN SCORES, PICK UP FAUST AT DESK FOR INTERVIEW WITH SINGER EVELYN KNIGHT. AT CONCLUSION OF THIS, MORE SCORES, THEN FAUST INTERVIEWS MARCHALL GOLDBERG, FORMER PITT ALL AMERICAN AND STAR HUTURE OF THE CHICAGO CARDINALS. FOOTBALL CHART WILL BE MOUNTED TO THE LEFT OF GOLDBERG FOR SKETCHING OF PLAYS OR PLAN OF ATTACK. THIS PORTION IS CARRIED UNTIL WILSON IS READY AT THE FIELD.

WILSON

(THIRD QUARTER PLAY BY PLAY. RETURN AT ONCE WHEN PERIOD ENDS FOR THIRD COMMERCIAL)

MUSIC UP AND UNDER (NARRATION BY FAUST BEHIND FILM)

FAUST

What's a slow-poke like this fellow got to do with the new Ford??? Well, Mr. Turtle represents Ford's Life-Guard Body ... the body with heavy

(FILM TURTLE)

(CONT)
gauge steel for extra safety!

If you like to be able to see where you are going, take it from Mr. Giraffe here, you'll like the wide-angle vision you enjoy from the interior of the new Ford.

And what a whal of an interior! Yes, plenty of room inside all right! What's more, the seats are as good-looking as they are comfortable!

Taking our cue from Jumbo the Elephant, don't forget...

There's lots of room in the luggage compartment too...

There's space for a large trunk, and that's no joke, son.

Aye Scotty, and it's wurr, wurr, thrurrffy, too, with Forrrrd's four-ring aluminum pistons and balanced carburation!

(CON'T)
SOULD
FAUST
CON'T)

So let's take a tip from the wise old owl ... it's a wise buy, this new Ford. It's a car that's well worth waiting for!!!

MUSIC UP
AND OUT

WILSON
(LAST QUARTER PLAY BY PLAY. WHEN GAME IS FINISHED, WILSON MAY GIVE CREDITS, INVITE TELEVISIONERS TO STAY TUNED FOR LATE SCORES, AND RETURN TO STUDIO)

(TO FAUST AT DECK ON CAMER.)

FAUST

Well friends, that just about wraps up and delivers our Ford football show for this Saturday. But before we take our leave, here are some final scores from games around the nation . . . .

Just a reminder! On tap next week, another great football game. Next Saturday the Ford Motor Company will present one of the top games of the day ... the tussle between Northwestern and the fighting Buckeyes of Ohio State in a great Homecoming feature.

(CON'T)
MUSIC IN SOFTLY
FAUST
CON'T.

Until then, this is your host for Ford, Don Feust, saying ... glad you were with us, see you next week, and remember ... There's a Ford in Your Future!!!!!

MUSIC FULL AND OUT (SYNCHRONIZE ABOVE T.O. WITH WORDS ON FILM)
RADIO COMMERCIAL

J. WALTER THOMPSON COMPANY

410 No. Michigan Ave., Chicago 11, Illinois

| JOB NO. | 6088 |
| CLIENT | Elgin National Watch Co. |
| PRODUCT | |

| PROGRAM | Television Spot #1 |
| TIME | Preceding Football Program |
| DATE | Saturday, October 26, 1946 |
| STATION | WBBK, Chicago |

**ACTION**

20 SECOND MOVIE

ANNOUNCER: (BEGIN NARRATION)

WHEN STARS APPEAR ON SCREEN)

3x Elgin

**NARRATION**

A football team clicks on split-second timing. It’s perfect timing, too, that makes the difference between an ordinary watch and an Elgin! Remember, the accuracy of every Elgin is checked by star-time -- time correct to hundredths of a second!

See the stunning new Lord and Lady Elgins at your jewelers. At the sound of the tone it will be exactly Elgin watch time, time from the stars.

CUT TO STUDIO PICTURE

LORD AND LADY ELGIN

Elgin Title #3

2 on pan down
RADIO COMMERCIAL

J. WALTER THOMPSON COMPANY

410 No. Michigan Ave., Chicago II, Illinois

<table>
<thead>
<tr>
<th>JOB NO.</th>
<th>6088</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENT</td>
<td>Elgin National Wash Co.</td>
</tr>
<tr>
<td>PRODUCT</td>
<td></td>
</tr>
<tr>
<td>PROGRAM</td>
<td>Television Spot #2</td>
</tr>
<tr>
<td>TIME</td>
<td>Following Football Program</td>
</tr>
<tr>
<td>DATE</td>
<td>Saturday, October 26, 1946</td>
</tr>
<tr>
<td>STATION</td>
<td>WBKB, Chicago</td>
</tr>
</tbody>
</table>

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**20 SECOND MOVIE**

**ACTION**

20 SECOND MOVIE

CUE ANNOUNCER WITH MUSIC

WHEN STARS APPEAR

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**NARRATION**

Elgin watches are timed to the stars. Made in America, by American craftsmen, Elgins are noted for accuracy, for being dependable. For yourself, or as a thrilling gift, see the beautiful new star-timed Elgins, at your jewelers. Some are now available.

At the sound of the tone signal, it will be exactly Elgin watch time, time from the stars.

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Elgin Title #3

2 WBKB