RADIO COMMERCIAL

J. WALTER THOMPSON COMPANY

410 No. Michigan Ave., Chicago 11, Illinois

| JOB NO. 6081 | PROGRAM | Northwestern University |
| CLIENT | Ford Motor Company | TIME | Football Telecasts |
| PRODUCT | | DATE | Sat., Nov. 23, 1946 |
| 11/21/46 bsm | STATION | WBKB, Chicago |

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 UNIVERS-
ITY VS. ILLINOIS"

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

FAUST | Good afternoon football fans. It's
football day once again, and as usual
yours truly Don Faust is on deck to
welcome you on behalf of the Ford
Motor Company, makers of Ford, Mercury,
and Lincoln automobiles ... to the
telecast of another great game. Today,
direct from Dyche Stadium in Evanston,
Illinois, Ford brings you the ___

VIDEO

FILM

STUDIO
FAUST
(CONT)

will most likely be furnishing the bulk
of the action ...

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

(BACK TO FAUST ON CAMERA AT CONCLUSION)

FAUST

And those are the boys who are going to
be making things tough for each other
out there this afternoon. Both teams
have their impressive stars ... and
both have some rugged line-men who
haven't cashed in on the headlines ...
all of which stacks up in our book as
the ingredients for some fine football.
In a few moments, we will see the kick-
off and the game will be on ... so here
again is Joe Wilson.

WILSON

(IN PRESS BOX - LAST MINUTE CORRECTIONS
AND FIRST QUARTER PLAY BY PLAY. RETURN
THE PROGRAM TO STUDIO IMMEDIATELY UPON
CONCLUSION OF THE QUARTER FOR 1ST
COMMERCIAL)
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(NARRATION BY FAUST BEHIND FILM) |
| FAUST | STUDIO-FILM |
| 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. 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 has the biggest brakes in the low-priced field. Like our little kangaroo friend might say, it's a plenty smooth ride you got from Ford's new "rost-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 | |
| RABBIT | LION | KANGAROO | CAR |
SOUND

FAUST
(CONT)

MUSIC UP
AND OUT

WILSON
(SECOND QUARTER PLAY BY PLAY, RETURN TO STUDIO AT HALF AFTER BRIEF SUMMARY OF ACTION)

2ND COMMERCIAL

MUSIC UNDER
Thrilling as your first ride in a plane—your first ride on a new Ford!

For this happy family, the Ford in their
Futuro 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!
Another new Ford. Like all those 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 horse-power Ford V-8 ... same type engine used in the costliest cars ... OR the brilliant ninety horsepower Six ... America's most modern six cylinder engine.

(TO FAUST ON CAMERA ... AT DESK)

FAUST

With the regular football season drawing to a close today ... there are many games around the country that hold a great deal of interest for all of us ... traditional battles in which statistics mean nothing. So, for some up-to-the-minute scores ... let's take a look at the posting board where they are being written.

MUSIC FULL (HAND ONLY IN CAMERA WRITING OUT TEAM SCORES ... DO ABOUT A HALF DOZEN SCORES)

VIDEO

bag in.
Dissolves to grille
Car drives down road -- Another Ford -- on the road.

STUDIO
SOUND

MUSIC OUT
(TO FAUST AT DESK FOR INTERVIEWS. A PLAYER, AS YET UNDETERMINED, FROM CHICAGO BEARS WILL SEND THE AUTHORITY TO S.I.D INTERVIEWS AND CHALK-TALK THE PLAYS. ARRANGEMENTS HAVE BEEN MADE TO HAVE FRANCES LANGFORD, BUT IN THE EVENT THE THEATRE APPEARANCE INTERFERES WITH HER APPEARING FOR US, WE WILL INTERVIEW TWO STUDIO VISITORS)

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

3RD 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 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 whale of an interior! Yes, plenty of room inside all right! What's more, the seats are as good-looking as they are comfortable!

VIDEO

REHEAR

#4

FILM

#1

TURTLE

GIRAFFE

WHALE
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.

Ayo, Scotty, and it's wurra wurra thrifty, too, with Forrrd's four-ring aluminum pistons and balanced carburation!

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!!!

Now before we take our leave, here are some late scores from around the nation ....... And so friends, the sad time is here ... the time when we must say good-bye for this season. The Ford Motor
Company hopes that you have enjoyed our direct-from-the-field telecasts of all the Northwestern University home games. And I, personally, as your producer of this series, would like to thank the entire staff of WBKB for their whole-hearted cooperation and effort to bring you the very best picture possible of this year's mid-western gridiron classics. Until we meet again, this is your host for Ford, Don Faust saying ... glad you were with us ... and remember ... There's a Ford in your Future!!!

MUSIC FULL AND OUT (SYNCHRONIZE ABOVE TAG WITH WORDS ON FILM)