

JOB NO. 6082
CLIENT Ford Motor Company
PRODUCT

10/24/46 PG

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

BOUND

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 NORTH-
WESTERN UNIVERSITY VS. COLLEGE OF THE
PACIFIC")
MUSIC OUT (TO FAUST AT DESK, SUPERIMPOSED OVER FILM
OF FOOTBALL ACTION)
FAUST Good afternoon football fans. Once again,
it's the privilege of yours truly Don Faust
to welcome you on behalf of the Ford Motor
Company, makers of Ford, Mercury, and Lin-
coln 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

VIDEO

FILM

#1 3 on Don

STUDIO

#2 Jerry set
cut out

FILM

#1

STUDIO

#3

2 on fix

SOUND

FAUST
(CON'T)

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 gridgers. 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 14
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)

VIDEO

REMOTE

#4 *3 on 2 on*

STUDIO

#3

#2

#3

SOUND

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
COMMENTS)

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???

FAUST

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

Ford's way out front in performance!

t'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

VIDEO

③

REMOTE

44

STUDIO-FILM

#

RABBIT

LION

(CON'T)

SOUND

VIDEO

1st COMMERCIAL CONTINUED

has the biggest brakes in the low- priced field.

Like our little kangaroo friend might say, KANGAROO
IT's a plenty smoooooth 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
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)

REMOTE

#4

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!

(OVER) -

VIDEO

#1 3 on Faust
Ford at airport, 2 on Eagle
family starts to get

out

Close-up of grille

Pause

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.

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	VIDEO
	STUDIO
	#3
(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 SCORES ONLY	
(HAND ONLY IN CAMERA WRITING OUT TEAM SCORES. 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 MARSHALL GOLDBERG, FORMER PITT ALL AMERICAN AND STAR HALFBACK 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)	#2
WILSON	
(THIRD QUARTER PLAY BY PLAY. RETURN AT ONCE WHEN PERIOD ENDS FOR THIRD COMMERCIAL)	#4
MUSIC UP AND UNDER	
(NARRATION BY FAUST BEHIND FILM)	FILM
FAUST	#1
What's a slow-poke like this fellow got to do with the new Ford??? Well, Mr. Turtle represents Ford's <u>Life-Guard</u> Body ... the body with heavy	TURTLE
	(CON'T)

SOUND

FAUST
CON'T

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!

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 wurra, wurra
thrrrrifty, too, with Forrrd's
four-ring aluminum pistons and
balanced carburation!

VIDEO

GIRAFFE

WHALE

ELEPHANT

DOG

(CON'T)

SOUND

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 TELEVIEWERS TO STAY TUNED FOR
LATE SCORES, AND RETURN TO STUDIO)

(TO FAUST AT DESK ON CAMERA)

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.

VIDEO

OWL

REMOTE

#4

3 on Faust

STUDIO

#3

2 on Elgin
watches

(CON'T)

SOUND

MUSIC IN
SOFTLY

FAUST
CON'T.

MUSIC FULL
AND OUT

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

(SYNCHRONIZE ABOVE TAG WITH WORDS ON FILM)

VIDEO

FILM

#1

Roll #1

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 WBKB, Chicago

ACTION

NARRATION

20 SECOND MOVIE

ANNOUNCER: (BEGIN NARRATION
WHEN STARS APPEAR ON SCREEN)

#1

3 on Elgin

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!

CUT TO STUDIO PICTURE
LORD AND LADY ELGIN

#2

~~1 on Elgin~~

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.

Elgin Title #3

2 on Pen down

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 #2
TIME Following Football Program
DATE Saturday, October 26, 1946
STATION WBKB, Chicago

20 SECOND MOVIE

ACTION

NARRATION

20 SECOND MOVIE

CUE ANNOUNCER WITH MUSIC

WHEN STARS APPEAR

CUT TO PICTURE IN STUDIO

WHEN FILM IS ENDED

#1

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.

Elgin Title #3

2 WBKB