

RADIO COMMERCIAL

J. WALTER THOMPSON COMPANY

410 No. Michigan Ave., Chicago 11, Illinois

JOB NO. 6081  
CLIENT Ford Motor Company  
PRODUCT  
11/21/46 bem

PROGRAM Northwestern University  
TIME Football Telecasts  
DATE Sat., Nov. 23, 1946  
STATION WBKB, Chicago

SOUND

VIDEO

MUSIC FULL (BEHIND CRYSTAL BALL OPENING FILM)

FILM

MUSIC DOWN

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

#2  
STUDIO

MUSIC UP (SYNCHRONIZE "DYCHE STADIUM" TITLE  
CARD WITH SAME WORDS ABOVE - THEN  
BEGIN PAN DOWN THRU "COLLEGIATE  
FOOTBALL" AND "NORTHWESTERN UNIVER-  
SITY VS. ILLINOIS")

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

FILM  
#1 & 3

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

STUDIO

#3



SOUND

VIDEO

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)

#2

#3

REMOTE

#4



SOUND

VIDEO

1ST COMMERCIAL

MUSIC LOW

(NARRATION BY FAUST BEHIND FILM)

STUDIO-  
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.

RABBIT

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.

LION

Like our little kangaroo friend might say, it's a plenty smoooth ride you get from Ford's new "rest-ride" springs of multi-leaf construction, and Ford's exclusive spring suspension.

KANGAROO

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

CAR



SOUND

VIDEO

FAUST  
(CONT)

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

2ND COMMERCIAL

MUSIC UNDER

Thrilling as your first ride in a plane-  
your first ride on a new Ford!

#1  
Ford at  
airport,  
family  
starts to  
get out  
Close-up  
of grille  
More of  
family  
getting  
out walk-  
ing away.

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!  
Passen-  
gers com-  
ing out  
of plane



SOUND

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 these great  
cars, it has "king-sized" brakes --  
powerful enough to stop a truck!

Plenty of room, eh mister?

VIDEO

View of  
car,  
youngster  
opens  
door  
steering  
wheel and  
instrument  
panel.

Everybody  
into car,  
Driving  
down  
road.

Another  
Ford  
parked  
in front  
of house.

Man comes  
out with  
golf bag.

He opens  
trunk,  
puts golf



SOUND

VIDEO

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)

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



SOUND

VIDEO

MUSIC OUT

(TO FAUST AT DESK FOR INTERVIEWS. A PLAYER, AS YET UNDETERMINED, FROM CHICAGO BEARS WILL LEND THE AUTHORITY TO SAID 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 COMMER-  
CIAL)

REMOTE

#4

3RD COMMERCIAL

MUSIC UP AND  
UNDER

(NARRATION BY FAUST BEHIND FILM)

FILM

#1

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!

TURTLE

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.

GIRAFFE

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!

WHALE



SOUND

VIDEO

FAUST  
(CONT)

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.

ELEPHANT

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

DOG

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!!!

OWL

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,  
SAY GOODBYE FOR SEASON, AND RETURN TO  
STUDIO)

REMOTE

# 4

(TO FAUST ON CAMERA)

STUDIO

# 3

FAUST

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



SOUND

FAUST  
(CONT)

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)

VIDEO

FILM

#1