

RADIO COMMERCIAL

J. WALTER THOMPSON COMPANY

410 No. Michigan Ave., Chicago 11, Illinois

JOB NO. 5971
CLIENT FORD MOTOR COMPANY
PRODUCT

PROGRAM Northwestern University Foot-
TIME ball Game Television Broadcast
DATE Saturday, September 28, 1946
STATION WBKB, Chicago, Illinois

OPENING ANNOUNCEMENT

1. MUSIC: (OPENING ANNOUNCEMENT ON FILM 20 SEC.)

2. MUSIC FADE AND UNDER

3. ANNOUNCER: (BEHIND "CRYSTAL BALL" ON OPENING FILM)

This is a Ford Television sports special direct
from DYCHE STADIUM!
~~from the football field.~~

4. (CUT DIRECTLY TO STUDIO CARD: "DYCHE STADIUM"; FOLLOWED BY
CARD: "COLLEGIATE FOOTBALL"; AND CARD: "NORTHWESTERN UNIVERSITY
V.S. IOWA STATE".)

5. (CUT TO STUDIO SET-UP, FAUST ON CAMERA)

6. FAUST: Hello everyone. My name is Don Faust. This after-
noon I'm happy to welcome you, on behalf of the Ford
Motor Company, makers of Ford Mercury and Lincoln
automobiles, to the first in a series of television
broadcasts of Northwestern University Football games
which Ford brings you direct from Dyche Stadium.
And just before turning things over to Joe Wilson
out at the stadium, I'd like to talk a minute or so
about the starting players in today's line-up.

(AD LIB FROM HERE, SHOWING PICTURES OF PLAYERS,
BACKGROUND INFORMATION, ETC. SWITCH TO FIELD,
WHEN WILSON IS READY ON WORD CUE.)

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7. WILSON: GAME
8. END OF FIRST QUARTER (BACK TO STUDIO)
9. FAUST: (BEHIND FILM OF ANIMALS, RABBIT THRU CAR)

Easel

Lettering - Ford's Out Front
With Everybody

Sound

What's that? Ford's Out Front with
Everybody? That's talking kind of big
brother. What I want to know is --
says who?

Rabbit

Says me, mister, says me. Ford's
way out front in performance! It's
got two great engines. The "hundred
horse" V-8 and the "ninety horse"
Six!

Lion

And king-sized brakes ... big, over-
sized hydraulic brakes that could
stop a truck - easy. Ford has the
biggest brakes in the low priced
field!

Kangaroo

What a smooth ride you get from
Ford's new "rest-ride" springs of
multi-leaf construction and Ford's

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Car

10. WILSON
11. HALFTIME
12. FAUST

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!

CAME BACK TO JOE

COMMERCIAL (TO BE READ BEHIND
MINUTE MOVIE # 1)

MINUTE MOVIE #1

ON SCREEN

Garage door opens, car comes
out

Side view of car (still)

Engine

SOUND

Maybe you've heard people raving
about the new Fords ... and wondered
"why the excitement? "Well, look ...
see for yourself!

Look at those swell lines ... that
smart styling! Appearance ... that's
one big reason Ford's Out Front!

As for horsepower ... Ford, and Ford

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Front view - car moves around
pool

Car on country road

Instrument panel (side view)

Steering wheel from behind

Side view of seats

Opening luggage compartment

alone in the low-priced field ...

gives you a choice! The V-8 or the
brilliant Six!

The hundred horsepower V-8 is the
same type engine used in America's
costliest cars. The brilliant ninety
horsepower Six is America's most
modern six cylinder engine!

For economy - both the V-8 and Six
have new balanced carburetion and
new 4-ring aluminum pistons.

And look at that smooth instrument
panel -

How'd you like to be behind that
wheel right now? Oh man!

Wide, deep, roomy **seats** ./. multi-
leaf springs ./. make every ride in
a Ford a Rest-ride.

You'll like the roominess of the
luggage compartment ... the safety

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Car on road of Ford's king-sized brakes - big
hydraulic babies!
Yessirree, there's happy driving ahead
with the Ford in your Future!

End Title

SEE THESE GREAT NEW CARS AT YOUR LOCAL FORD DEALER

13. FAUST

(AD LIB, SUMMING UP FIRST HALF
ON BLACKBOARD. BE PREPARED TO
INTERVIEW MEMBERS STUDIO AUDIENCE
IF NECESSARY. INTERRUPT THIS
PORTION OF PROGRAM AND RETURN TO
FIELD FOR ANY SPECIAL EVENT)

14. WILSON

GAME

15. END OF THIRD QUARTER

(Return to Studio)

16. FAUST

(BEHIND SECOND PORTION ANIMAL FILM,
BEGINNING WITH TURTLE)

Turtle

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!

Easel

Sound

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Giraffe

If you like to be able to see where
you're going, you'll like the wide-
angle vision you enjoy from the
interior of the new Ford.

Whale

And it's some interior! Plenty of
room inside, all right! What's more,
the seats are as goodlooking as they
are comfortable!

Elephant

There's lots of room in the luggage
compartment, too. There's space for
a large trunk . . that's no joke,
son!

Dog

Aye, and it's wurra, wurra thrrrrifty,
too . . with Forrrd's fourrr-rrring
aluminum pistons and balanced
carrrburretion!

Owl

It's a wise buy, this new Ford. It's
a car that's well worth waiting for.

Lettering - There's a Ford in
Your Future!

HOLD FOR COE
RETURN

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17. WILSON

GAME (RETURN CONTROL TO STUDIO
AFTER BRIEF SUMMING UP AT END OF
GAME)

18. FAUST

(ON CAMERA) Folks, if you liked our
television broadcast, or have any
suggestions or comments, won't you
drop us a line at Station WBKB, and
give us your opinions? And don't
forget to be with us next week this
time when Ford will present a
televised broadcast of the North-
western-Wisconsin game. So much for
the sports future. And until then,
this is Don Faust saying "so long",
glad you were with us and remember --

19. MUSIC SNEAKS IN

20. (20 SECOND FILM TRAILER)

21. FAUST

22. MUSIC UP AND OUT

~~"There's a Ford in your future."~~
FORD'S OUT FRONT - IN EVERYTHING -
WITH