

COMMONWEALTH EDISON COMPANY

Presents

TELEQUIZICALLS

Thursday, May 10, 1945

8 p.m.

Station WBXK

CAMERA #1 ON SLIDES 1 AND 3

CAMERA #2 ON BARBARA BREWER

CAMERA #3 ON BILL ANSON

CAMERA #4 ON SLIDES 2 AND 4

THEME MUSIC STARTS

CAMERA #1 ON SCREEN ----- Commonwealth Edison Company presents

TAKE #4 ----- Telequizicalls

TAKE #1 ----- with Bill Anson

SLOW DISSOLVE TO #3 ----- (Showing Bill Anson)

TAKE #4 ----- assisted by Barbara Brewer
(Focus #3 on phone)

SLOW DISSOLVE TO #2 ----- (Showing Barbara Brewer)

FADE MUSIC OUT, TAKE #3 ON PHONE AND RING TWICE

(#2 STARTS TO DOLLIE BACK TO GET
ON BOTH BILL ANSON AND BARBARA BREWER

Bill Sit still Ladies and Gentlemen. That wasn't your
phone ... not yet. That ring was just to tell
you it's time for "TELEQUIZICALLS." But keep your
phone handy because we may be ringing your number
any minute and we've got some real puzzlers for
you tonight. Haven't we Barbara?

Barbara They're not so difficult?

Bill Have you tried them?

Barbara (Nods) Umhum. They're easy. I just followed
the instructions.

Bill Instructions? You mean the solutions?

Barbara (Nods) Umhum.

TAKE #2
(Focus #3 on
Bill)

Bill You did them the hard way.

Barbara They were easy.

Bill (Laughs) Well, suppose you tell us what the pass words are for tonight.

Barbara Electric Range Cooking Is Modern.

Bill And why is it Modern?

Barbara Because it's as clean, fast, economical and easy to use as an electric light.

Bill I'm intrigued by that word fast, Barbara. What makes electric range cooking fast?

Barbara Now Bill, you know, and every one else does too, that electric range cooking is fast because when all of the heat is applied to the bottom of a pot or pan, the natural result is rapid cooking.

Bill Your sincerity sells me, but ladies and gentlemen, Barbara has told you only part of the story. Fast cooking can only be done economically with efficient heating. Heat always goes upward. No other source of heat for cooking so completely takes advantage of this basic principle as the heating element of the modern electric range. With direct contact between the heating element and the bottom of the pot or pan, practically no waste of the heating energy is possible. It is this maximum in heating efficiency that makes an electric range the fastest and most modern cooking equipment in use today. So, remember that Electric Range Cooking Is Modern. Those are the pass words tonight to our game of TELEQUIZICALLS, and if your telephone rings in the next few minutes, remember to answer with ELECTRIC

RANGE COOKING IS MODERN. Then you'll get a chance to work one of our puzzles and win a merchandise certificate redeemable at the Commonwealth Edison Company, for the electric appliance you select as soon as it is available again. Of course, these appliances can't be obtained today because the manufacturers are devoting all of their time to war production. But, you'll be able to get any of these appliances you may win just as soon as they are on the market again. Now, Barbara, are you ready to pick a number from the bowl?

Barbara I'm ready. What kind of a number do you want? ----- TAKE #3 ON BOWL (close up)

Bill Pick a good one. Dig Deep.

Barbara (Reaches into bowl stirs folded pieces of paper around and pulls one out) How's this one? (Hands paper to Bill.) ----- TAKE #2 (Focus #3 on display of appliances)

Bill Just a minute and we'll see. (Unfolds paper) Umhum. (To camera) This might be yours. Are you ready? Remember the Pass words. ELECTRIC RANGE COOKING IS MODERN. Barbara, before I dial this number, why don't you show our audience some of the electric appliances they'll be able to get as soon as they are available with the merchandise certificates they can win by solving our puzzles? ----- TAKE #3

Barbara I'll be glad to. (To camera) Aren't they beautiful? (Picks up smaller appliances and holds them toward camera, naming and commenting about each one in turn)

HOW TO PLAY TELEQUIZICALLS

The Quiz Master dials the phone number of one of

the contestants selected at random and when he gets an answer he identifies himself and the program and then asks for the person whose name appears on the card. (If that person is not at home, any other member of the family will do) When that persons answers, the Quiz Master determines whether he or she has been listening to the program by asking for the pass words.

If the contestant cannot repeat the pass words, he or she is given two passes to the following week's show at the Chicago theatre and the Quiz Master tries another phone number.

If the contestant knows the pass word for the evening, he is given a problem and is told that he has two or three minutes to find the answer.
(The Assistant times him)

If the contestant does not solve the problem in the allotted time, he or she is sent two passes to the following week's show at the Chicago theatre.

If the contestant does solve the problem, he is told to select the appliance, from the display, for which he wants the merchandise certificate made out.

After the selection is made, the Quiz Master verifies the address of the contestant, terminates the conversation and then follows the same procedure with the next number.

Commercials are worked in where ever the opportunity is presented.

The Quiz Master determines the number of calls

made by watching the time. Probably six or seven minutes will be consumed for each call.

Bill

Well that's all the calls we'll have time for this evening, but we'll be back again two weeks from tonight ... same time, same place.

How do you like playing TELEQUIZICALS? Well, tell us about it. Your comments will be appreciated and they'll help us give you better programs. Be sure to see Commonwealth Edison Company's other shows. "Welcome to the Walkers" next Thursday evening and "Cooking by the Dial" the following Wednesday afternoon. See your program announcement for the time. Good night.

TAKE #1
AND MUSIC

TELEQUIZICALL PROBLEMS - Thursday, May 10, 1945

1. I'm going to show you a picture of a recent even and you are to tell me what the occasion was and where it

happened. -----
(Time allowed - two minutes)

TAKE #3 ON
PICTURE

SOLUTION - Marines raising the American Flag on Iwo Jima.

2. Let's look at our TELEQUIZICALL PRIZE PANEL for a minute.

Notice that four of the appliances have cards below them.

TAKE #3 ON
PANEL

The figures on those cards indicate what it costs to operate each of those electric appliances for one hour in the average Chicago home. Barbara, will you read those for us? (She does) Now we'll see how good your memory is. -----

TAKE #2 ON
BILL

Barbara is taking the cards away from the appliances and when she's finished, we're going to show you the TELEQUIZICALLS PRIZE PANEL again and you're going to tell us where to replace the cards. Barbara will follow your instructions as I repeat them. To will you will have to get two out of the four right. Are you ready? Okay. -----

TAKE #3 ON
PANEL

SOLUTION - Coffee maker - 21/3¢; Roaster - 2 1/2¢;

Heating pad - 1/3¢; Waffle iron 2 1/2¢.

3. You are going to get our musical question. Everett Westman is going to sing for us and when he's finished I'll ask you a question. Remember you'll have to watch as well as listen. Ready? -----

TAKE #3 ON
WESTMAN

(Westman sings and while he's singing picks an appliance from the panel, swings it in rhythm to the music, then replaces appliance on panel. When he finishes

.... Now here is your question: What was Mr. Westman holding in his hands while he was singing?

TAKE #2 ON
BILL

SOLUTION - Electric hand iron.

4. Over here we have a large size model of the dials on an electric service meter ... the kind you have in your own basement. Have you ever tried to read your own meter? Well, it's easy. Let's look at this model and Barbara will explain how to read it.

TAKE #2
ON CARD

BARBARA: ... Start with the right hand dial (Points) over here, and when the dial hand points between two numbers write down the lower of the two numbers. Continue in the same manner, from right to left, with the other dials to obtain the correct reading. For example the reading now is 4562. Notice that the numbers on some of the dials are reversed. (Points) This one is read clock wise, this one counter clockwise, the next one is clockwise and the last one on the left is counter clockwise.

TAKE #3 ON
BILL

BILL: ... Now do you understand that or would you like to have Barbara do it again? Okay then, Barbara is going to change the positions of the hands on the dials and when we show you the model of the meter again you are to read it correctly. Ready?

TAKE #2 ON
CARD

SOLUTION - 4962.

5. A farmer had seven pigs in a large pen. They were very nice pigs, worth a lot of beautiful red points, but they were quarrelsome. They didn't get along together at all. In fact, they argued so much that it affected their appetites and they began to lose weight. So, with those beautiful red points in mind, the farmer

decided to divide the big pig pen into seven small pig pens, and give each of the seven pigs a separate pen. Then he discovered that he had only enough lumber to build three straight fences. That presented a problem, but the farmer solved it. Can you? Well, let's look at the pen. -----

TAKE #2
ON CARD

The seven black dots represent the pigs and just to make it easy, Barbara is going to put in one of the fences the farmer built. Now you have to draw only two more lines that will put each dot in a separate pen.

SOLUTION - First line - Starts at top between 1 and 2 and runs to the left of 4 and between 6 and 7. Second line - runs horizontally between 1 and 5, 2 and 4, and 3 and 7.

6. In the equilateral triangle ABC draw three lines that will divide it into four equal triangles. (Time allowed - Two minutes)

SOLUTION - Draw three lines connecting the mid-points of the sides of the triangle.