

COMMONWEALTH EDISON COMPANY

Presents

TELEQUIZICALLS

Wednesday, May 23, 1945

3 p.m.

Station WKKB

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 min-
ute and we've got some real puzzlers for you today.
Haven't we Barbara?

TAKE #2
(Focus #3
on Bill)

Barbara I don't think they're so difficult, Bill. Three or
four of them make a person think a little, but they're
the problems for the more expensive prizes and they
should be harder to do. The others are easy.

Bill (Laughs) Well, we'll see. Suppose you tell us what
the pass words are for today.

Barbara ELECTRIC RANGE COOKING IS MODERN.

Bill Can you tell us why?

Barbara Certainly! We have an electric range here and I'll show you some of the reasons why cooking with an electric range is considered the modern way to prepare foods.

Bill Watch and listen carefully to this, folks, because the answer to one of our problems is contained in what Barbara is going to tell you right now.

Barbara Well, Bill, I could talk all day about reasons ELECTRIC RANGE COOKING IS MODERN, but I'm just going to give you three points to remember. An automatic electric range provides CAREFREE COOKING ... IT'S THE CLEANEST kind of cooking you can do ... and it's ECONOMICALLY EFFICIENT.

Bill Supposing you go into that just a little, Barbar.

Barbara Of course, Bill. We say that your cooking is CARE-FREE because the automatic time and temperature controls when properly adjusted, assure perfect results every time if you just follow the simple directions of a good recipe. It's CLEAN COOKING because it uses a clean fuel and there is no residue of soot produced along with the heat. And last, but by no means least, ELECTRIC RANGE COOKING IS ECONOMICALLY EFFICIENT. The heating element of the electric range is the ultimate in providing efficient heat at low cost. It is this maximum in heating efficiency that makes an electric range the fastest and most modern cooking equipment in use today.

Bill Very well put, Barbara, and now if you will dig deep and select a good number, we'll be ready for our first TELEQUIZICALL. And don't forget, ladies and gentlemen, ELECTRIC RANGE COOKING IS MODERN. Those are the pass words today 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. When an appliance is won by a contestant on today's TELEQUIZICALL program it will not again be available as a prize until the next program. Now, Barbara, are you ready to pick a number from the bowl?

Barbara I'm ready. What kind of a number do you want?

Bill Pick a good one. Dig Deep.

-----TAKE #3 ON
Bowl
(Close up)

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. (Looks at card) Umhum. (To camera) This might be yours. Are you ready? Remember the Pass words. ELECTRIC RANGE COOKING IS MODERN.

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 words for the day, he must select the appliance he would like to win. The question for that appliance is then given.

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 that a merchandise certificate for the appliance selected will be sent to him. The appliance selected is then removed from the panel and is not again available as a prize until the next program.

The Quiz Master verifies the address of the contestant, terminates the conversation and then follows the same procedure with the next number.

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 afternoon, but we'll be back again tomorrow night at 8:00 p.m. ... same station ... same prizes ... and just as much fun.

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 show, "WELCOME TO THE WALKERS" next Thursday evening. See your program announcement for the time. Good night.

TAKE #1
AND MUSIC

RANGE COOKING IS MODERN. She gave 3 definite reasons why cooking the electric way gives such satisfaction. We want you to tell us just two of those reasons.

SOLUTION:

- (1) Carefree cooking with automatic controls, etc.
- (2) Clean fuel, etc.
- (3) Economically efficient. Direct contact between pot or pan and heating element, etc.

4. We have a teasing little puzzle for you on this question. On the card we have placed three cigarettes and we would like you to tell us how they can be made into four. A nice trick if you can do it, but it's really not very difficult. We'll give you one minute to analyse it before asking you to tell us how it's done.

SOLUTION: Place the cigarettes to form the Roman numeral four as follows, IV.

5. Let's look at our TELEQUIZICALL PRIZE PANEL for a minute. Notice that five of the appliances have cards below them. The figures on those cards indicate what it costs to operate each of the appliances for one hour in the average Chicago home. Barbara, will you read them for us? (She does) Now we will see how well you remember.

Barbara is taking the cards away from the appliances and when she is finished, we are going to ask you how to properly replace the cards on the TELEQUIZICALL PRIZE PANEL. Barbara will follow your instructions as I repeat them. To join the winners circle you must get three out of five

right (for B appliance or four out of five for A appliance).

Are you ready? Okay, show the first card, Barbara. (Barbara then attaches each card as the contestant directs.)

SOLUTION: MIXER - $1\frac{1}{2}$ cent, HAND IRON - 2 cents, TOASTER - $3\frac{1}{2}$ cents, ROASTER - $2\frac{1}{2}$ cents, COFFEE MAKER - $2\frac{1}{3}$ cents.

Instructions to Bill Anson. On this question we are going to have Barbara ring a false card with the figure 5 cents on it. Of course this card cannot be properly matched with any appliance, and if the contestant is sharp enough to make this detection, a bonus prize of the flashlight will be given in addition to the prize selected by the contestant.