

COMMONWEALTH EDISON COMPANY

Presents

TELEQUIZICALLS

Thursday, May 24, 1945

3 p.m.

Station WBKB

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 tonight.
Haven't we Barbara?

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 tonight.

TAKE #2
(Focus #3
on Bill)

Barbara ELECTRIC RANGE COOKING IS MODERN.

Bill That's very nice but can you tell us a little more about it.

Barbara Better than that, Bill. We have an electric range right here and I'll show you a few of the reasons why the modern housewife is completely sold on electric cooking.

Bill This I've got to see, and by the way, folks, watch and listen closely, for the answer to one of our TELEQUIZICALLS is contained in what Barbara is going to tell you right now.

Barbara Well, Bill, I could give you many, many reasons why ELECTRIC RANGE COOKING IS MODERN, but I'm going to confine myself to three points which I think are well worth remembering. It's clean because these elements furnish heat supplied by electricity, the cleanest type of fuel in use today. It's economical because no other heat source provides such rapid, perfectly controlled heating energy with so little waste. And my third point, which is probably the one most appreciated by modern housewives, is that ELECTRIC RANGE COOKING IS EASY. The flick of a dial switch and the automatic time and temperature controls have taken the guess work out of present day cooking.

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 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. When an appliance is won by a contestant on tonights TELEQUIZICALL program it will not again be available as a prize untill 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 get 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 person 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 evening, but we'll be back again two weeks from tonight ... same station ... same prizes ... and just as much fun.

If you would like to take part in our game of TELEQUIZICALLS, a card with your phone number mailed to Station W.B.K.B., 190 N. State Street, Chicago 1,

will place your name among the eligible contestants. Remember that address, Station W.B.K.B., 190 N. State Street, Chicago 1. Of course, as Commonwealth Edison Company business is confined to Chicago proper, we can only accept as contestants persons who live within the Chicago city limits.

How do you like TELEQUIZICALLS? Drop us a line and tell us about it. Your comments will be welcome and appreciated, and they'll help us give you better programs. We also think you will enjoy seeing Commonwealth Edison Company's other show, "WELCOME TO THE WALKERS!" next Thursday evening. Meanwhile we'll be back again with TELEQUIZICALLS two weeks from tonight. See your program announcement for the time. Good night.

Handwritten notes:
C347 3
2223
1325
1101
1102