

COMMONWEALTH EDISON COMPANY

Presents

TELEQUIZICALLS

5-221
5879
dream?

Thursday, July 26, 1945

8 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 minute and we've got some real
puzzlers for you tonight. Haven't we, Barbara?

Barbara Well, Bill, they're going to be a lot of fun
just like they always are. And, of course, a
few of them will make a person think a little,
but they're the ones for the more expensive
prizes and they should be harder to do.

Bill That's right, ladies and gentlemen, tonight we're

going to ask you to select the appliance you'd like to win before we give you your puzzle. And you'll find the more expensive appliances have more difficult questions. Now Barbara, tell us what the pass words are for tonight.

Barbara ELECTRIC RANGE COOKING IS CLEAN.

Bill You mean no more dirty pots and pans?

Barbara That's only part of it, Bill.

Bill Part of it? That's enough as far as I'm concerned. I'm still nursing a beautiful set of housemaids knuckles from the last pan I tangled with.

Barbara Left something on to long, huh?

Bill Yeh, but I guess that happens in the best of families.

Barbara It doesn't have to, Bill. That seldom happens where cooking is done with an electric range.

Bill Why not?

Barbara Because nothing ever stays on too long when there's a minute minder to tell you when it's done. But that's my cue to step over to our electric range and tell the folks why ELECTRIC RANGE COOKING IS CLEAN.

Bill Well go right ahead, Barbara. And ladies and gentlemen, this is a good time to listen closely for the information Barbara is about to give you can be very helpful in answering one of our puzzlers later in the program. Ready, Barbara?

Barbara Right, Bill. Are you listening?

Bill And looking. Good looking, isn't it folks?

Barbara That's right, Bill. This range is good looking it's so white and clean and it's easy to keep that way too. But ladies and gentlemen, that's just one of the reasons why electric range cooking is clean. There are many others but I couldn't possibly tell you all of them in the fifty nine seconds Bill lets me talk about our electric range. So, I'm going to mention just three points that I want you to remember.

First, I want to repeat that an electric range is as easy to keep clean as a china cup. There are no pores or cracks to accumulate dust and food particles. This smooth porcelain finish provides a clean work surface and if you spill something, it can be easily and quickly wiped off with a damp cloth.

Second, when you use the surface cooking units properly, food should never boil over or stick to the bottom of the pan. Foods are started to cook on "high" heat, and as soon as steam appears the switch is turned to "low" or "simmer." And the accurate switch control measures just enough heat to maintain steaming temperature without any danger of boiling over.

The third point that I want you to remember is this with electric surface cooking there is no smoke or soot to blacken and smudge your pots and pans. They can be washed with

the dishes for scouring is unnecessary. With no soot or smoke the walls, and ceiling, and kitchen curtains all stay clean much longer.

So to be brief, ladies and gentlemen, the three reasons I want you to remember tonight are first, ELECTRIC RANGE COOKING IS CLEAN because the range itself is so easy to keep clean second, proper heat control eliminates sticking or boiling over and third, there is no soot or smoke with electric cooking and your utensils stay as bright as a brides. And that's my story for tonight, Bill.

Bill

And a very convincing story it is, Barbara. I think this idea of clean cooking is going to appeal to a lot of the ladies in our audience. But now it's time for our first TELEQUIZICALL, so if you'll give me the cards selected for tonights calls, we'll dial our first contestant. And don't forget ladies and gentlemen, ELECTRIC RANGE COOKING IS CLEAN. 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 CLEAN. 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. Of course, these appliances can't be obtained today because the manufacturers are devoting all of their time to war

production. But as soon as they become available you will be notified by letter. When an appliance is earned by a contestant on tonight's program, it will not be again available as a prize until the next program. Are we ready, Barbara

Barbara We sure are, Bill. Here are the cards.

Bill Thank you, Barbara. And the top card gives us the name of our first contestant.

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 WBKB, 190 N. State Street, Chicago 1, will place your name among the eligible contestants. Remember that address, Station WBKB, 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.

Do you like TELEQUIZICALLS? Well, why don't you drop us a line and tell us about it. Your comments will be welcomed and appreciated, and they'll help us give you better programs.

We'll be back again with TELEQUIZICALLS two weeks

from tonight. See your program announcement
for the time. Good night.

Barbara Good night, ladies and gentlemen.

TELEQUIZIGALL PROBLEMS

July 26, 1945

1. On your problem for tonight we are going to see how well you remember your geography. Barbara will show you three cards on each of which will be the silhouette of one of our United States. We think you should be able to tell us the names of two of them.

SOLUTION

- (1) Idaho
- (2) New York
- (3) Oklahoma

2. This is the question on which we learn how well you listened to Barbara when she told us why ELECTRIC RANGE COOKING IS CLEAN. She mentioned three of the principal reasons and if you can tell us two of them, you will have earned your appliance.

SOLUTION

- (1) Cleans with a damp cloth
- (2) No sticking or boiling over
- (3) No smoke or soot

3. This question is going to be a pleasure, believe me. Miss Loretto Pagels, a beautiful and talented young lady, will give us her interpretation of three dance steps.

TELEQUIZICAL PROBLEMS

(continued)

All of them originated south of the border but are now popular with American dancers. See if you can recognize two of them.

- (1) Rhumba *Mama Inez* *Ans. 2*
 (2) Conga *de Roche* *03*
 (3) Samba *1*

4. Our charade problems have been so much fun on our last few programs that we've decided to have another one in tonight's show. Barbara is going to pretend that she is doing some of the outdoor jobs that all homeowners are faced with about this time of the year. Now this is all going to be done in pantomime, so from her actions see if you can tell us what Barbara is probably doing. I think you'll find them easy but you must get two out of three to earn your appliance.

SOLUTION:

- (1) Trimming shrubbery
 (2) Hoeing the garden
 (3) Spraying the vegetables
5. This question is sort of a brain teaser for we're going to ask you to solve a cigarette puzzle. Barbara will show you the puzzle and will explain what you are to tell us.

O.K., Barbara?

Barbara All right, Bill. We have on this card nine squares which have been formed by using

TELEQUIZZICALL PROBLEMS

(continued)

cigarettes for the sides of each square. We want you to tell us which four cigarettes can be removed so as to leave only five squares. There are no parts of squares left over in the correct solution.

SOLUTION:

The middle cigarette on each side of the pattern, if removed, will leave only five squares remaining.