

COMMONWEALTH EDISON COMPANY

Presents

TELEQUIZICALLS

Thursday, June 21, 1945

8 P.M.

STATION WBKB

CAMERA #1 ON SLIDES

CAMERA #2 ON BARBARA BREWER

CAMERA #3 ON BILL ANSON

START MUSIC

CAMERA #1 ON SCREEN - 1st SLIDE - 2nd SLIDE - 3rd SLIDE

TAKE #3 (SLOW DISSOLVE) (SET UP 4th SLIDE)

TAKE #1 - 4th SLIDE (FOCUS #3 ON PHONE)

TAKE #2 (SLOW DISSOLVE)

FADE MUSIC OUT, TAKE #3 ON PHONE AND START TO DOLLY BACK TO TAKE
IN BILL AS PHONE RINGS TWICE.

(#2 DOLLY BACK TO GET ON BOTH BILL AND BARBARA)

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. How are our problems tonight,
Barbara?

Barbara Some are easy and some aren't so easy, but I
think we're going to have fun with them, Bill.
Of course, as usual, the more difficult ques-
tions are for the higher priced appliances.

Bill That's right, Barbara. So tonight, Ladies and
Gentlemen, we're going to ask you to select the
appliance you'd like to win before we give you
you're puzzle. And as Barbara just told you,
you'll find the more expensive appliances have
more difficult questions. Now, Barbara, suppose

you tell us what the pass words are for this evening.

Barbara Well, Bill, tonight we have some new pass words.
ELECTRIC RANGE COOKING IS CAREFREE.

Bill Really? The ladies should like that idea. Why don't you tell us a little more about it.

Barbara I can give you a pretty good idea in just a few words, Bill, but it will be much clearer if I step over to our electric range where you and our audience can see what I'm talking about.

Bill Well, go right ahead, Barbara. A beautiful girl beside a modern, smart looking range should make a very pretty picture. But, ladies and gentlemen, I suggest that you listen as well as watch for the information Barbara is about to give will help you answer one of our Telequizicall problems tonight.

Barbara Well, ladies and gentlemen, there are several reasons why ELECTRIC RANGE COOKING IS CAREFREE, but probably no other feature contributes quite as much to make it carefree as the automatic oven. So tonight I'm going to tell you just three things about this oven that I hope you'll remember.

First, this oven is completely insulated on all six sides. Only an electric oven can be sealed in with insulation in this way, because the heating element is inside and it doesn't require a constant circulation of air to provide

heat. All the heat stays in the oven where it belongs and your kitchen stays as cool as any other room in the house.

This complete insulation also makes possible the second feature I want to tell you about ... the accurate temperature control which is thermostatically operated and maintains the even intensity of heat that delivers the same perfect results every time. This feature makes oven cooking economical too, because the electricity is on only a fraction of the time.

And the third feature is the automatic timer. Ladies, how many times when you were going out for the afternoon, have you wished you could just push a button or turn a dial and have your evening meal done to a turn and ready to serve when you came home. Well, ladies, with the automatic timer you can do just that. You prepare the whole meal in advance, place it in your electric range oven, set the temperature control for the right amount of heat, set the automatic timer for the time you want the heat turned off and then forget about it. Even though you're miles away, the timer will obey your instructions perfectly. When you return home you'll find a delicious, perfectly cooked meal ready and waiting to be served. Isn't that carefree cooking.

Bill

It certainly is, Barbara.

Barbara So ladies and gentlemen, remember these points when you think of cooking in the carefree modern way. First, complete six sided oven insulation ... second, accurate thermostatically controlled heat ... and third, dependable automatic time control.

Bill Well, Barbara, now I've got an answer for those ladies who complain of spending long hours over a hot stove. I'll just say, Lady, why don't you try cooking the modern electric way? But it's time for our first TELEQUIZICALL so if you'll give me the cards selected for tonights calls, Barbara, I'll dial our first contestant. And don't forget, ladies and gentlemen, ELECTRIC RANGE COOKING IS CAREFREE. 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 CAREFREE. 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 earned by a contestant on tonights TELEQUIZICALL program it will not again be available as a prize until the next program. ARE WE READY, BARBARA?

Barbara Here are the cards, Bill. I hope we've picked some real smart ones tonight.

Bill Well, we'll soon find out. And our 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. 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 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.

BARBARA GOOD NIGHT, LADIES AND GENTLEMEN.