

COMMONWEALTH EDISON COMPANY

Presents

TELEQUIZICALLS

Thursday, July 12, 1945

8 P.M.

STATION WBKE

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 that it's time for TELEQUIZICALLS. But don't
go away 'cause we may be ringing your bell any
minute. And what about our problems tonight,
Barbara?

Barbara

I think they're going to be a lot of fun, Bill,
just like they always are. We've got some nice
easy ones for the lower priced appliances. And
then we've got some others ...

Bill

Tell me about the "others."

Barbara

Well, they're for the higher priced appliances.

Bill

And they're more difficult?

Barbara

Why certainly. They should be.

Bill

Well, I think so too, 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 your puzzler. 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 again have some new pass-words. ELECTRIC RANGE COOKING IS COOL.

Bill Now wait a minute Barbara. Cooking is hot. It's gotta be.

Barbara No Bill. You're thinking of the old fashioned stove. The modern electric range is designed for cooking the food, and your kitchen remains just as cool as any other room in the house.

Bill Are you kidding me, Barbara? Why I remember when I was just a little fella and my mother would bake pies on Saturday, us kids would toast marshmallows by pushing them through the kitchen door on sticks.

Barbara (Laughs, then turns and says) I don't believe it.

Bill It's a fact. Cross my heart.

Barbara All right, Bill. But your mother didn't have an electric range, did she?

Bill (Pauses, thinks) No, she didn't.

Barbara There's no reason to hesitate. You know she didn't. Remember I told you on our last program why even cooking with an electric range did not heat up the kitchen.

Bill You mean because the oven's so well insulated
 on all six sides ...

Barbara Um hum.

Bill Yes, that makes sense. But here's something
 you're going to have to explain and let's see
 you talk your way out of this one.

Barbara What is it?

Bill Well now those surface units get hot, don't they?

Barbara Very hot. And quickly, too.

Bill All right. Are they insulated?

Barbara Of course not.

Bill Then why don't they heat up the kitchen?

Barbara Thought you'd ask me that Bill, and I've got the
 answers for you too. But I think I'll step over
 to our electric range before I give them to you.

Bill All right, Barbara. And ladies and gentlemen,
 this is a tip on one of tonight's TELEQUIZICALLS.
 What Barbara is going to say may be very helpful
 to you in answering one of our problems later in
 the program. So give her your attention and be
 prepared.

Barbara Well Bill, I'm going to give you just three rea-
 sons why these surface units cook food quickly
 and efficiently without heating up the kitchen.

Bill I'm listening, aren't we folks?

Barbara First, all of the heat is applied to the bottom
 of the pan where it can do the best job of cook-
 ing. You know that heat always rises. Also,
 notice that this pan completely covers the ele-
 ment so that none of the heat escapes up and

around the sides of the pan and into the room.

Second, notice that the heating element is in direct contact with the bottom of the pan so that the maximum amount of heat is quickly transferred through the lightweight pan into the food. The electric element doesn't need a supply of air to generate heat, so no air space is required between the element and the pan. And there is no draft of air blowing across the element and on out into the kitchen like it used to do with those old fashioned stoves you mentioned.

Third, with the accurate switch control you can select the right amount of heat to do the cooking job you want to do. You don't have to guess and you don't waste heat. Also, you don't waste fuel which is another reason why electric range cooking is so economical. The expense and discomfort that comes from wasted heat can be avoided if you do your cooking in the modern electric way.

So briefly Bill, here again are the three reasons I said I'd give you. Surface elements provide fast efficient cooking without heating up the kitchen because first, all of the heat is applied to the bottom of the pan. And second because the pan is in direct contact with the heating element. And third, because the accurate switch controls measure just enough heat to cook the food and no heat is wasted. Does that answer your question, Bill?

Bill

That it does, Barbara, completely ... not once ... not twice ... but three times. Now if you'll give me the cards selected for tonight's calls we'll dial our first contestant. And don't forget, ladies and gentlemen, ELECTRIC RANGE COOKING IS COOL. 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 COOL. 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 tonight's 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 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 welcome 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.

TELEQUIZICALL PROBLEMS

July 12, 1945

1. This problem should be an easy one for you, especially if you have watched some of our recent programs. We've used the problem twice before without a winner, but we think the third time should be the charm. See what you can do with it. Barbara will show you pictures of scenes taken from three very popular moving pictures. We think you should be able to tell us the titles of two of the three pictures.

SOLUTION

- (a) DOROTHY MAQUIRE AND JOAN BLONDELL IN
"A TREE GROWS IN BROOKLYN"
- (b) BARBARA STANWYCK AND FRED MAC MURRAY IN
"DOUBLE INDEMNITY"
- (c) BING CROSBY AND BARRY FITZGERALD IN
"GOING MY WAY"

2. This is the question on which we find out how well you listened when Barbara told us why ELECTRIC RANGE COOKING IS COOL. She mentioned three principle reasons and if you can tell us two of them, you've earned your appliance.

SOLUTION

- (a) ALL HEAT IS APPLIED TO BOTTOM OF PAN
- (b) PAN IS IN DIRECT CONTACT WITH HEATING ELEMENT
- (c) NONE OF THE HEAT IS WASTED

TELEQUIZICALL PROBLEMS

(continued)

3. You're going to like this question because it will give you the opportunity of watching a dance by the talented and beautiful LORETTO PAGELS. The dance is native to a particular country and if you watch closely you should be able to tell us what country it is.

SOLUTION

SPAIN (A SPANISH DANCE)

4. Have you ever played charades? Well, if you want to earn that beautiful appliance you've selected and have some fun at the same time, just watch Barbara for the next minute or so. Barbara is going to pretend that she is a typical housewife doing some shopping at one of the larger downtown department stores. In pantomime she will inspect three different types of merchandise that have aroused her interest. See if you can tell us what two of these items are.

SOLUTION

- (a) A HAT
- (b) PERFUME
- (c) A HANDBAG

TELEQUIZICALLS

(continued)

5. This question is sort of a brain teaser for we're going to ask you to solve a cigarette puzzle. Barbara will show the puzzle to you and 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 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.