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General Electric TV Spots, Bob Arnold Interviews Mr. And Mrs. Edward Farwell

WLBZ Radio

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Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: General Electric TV Spots, Bob Arnold Interviews Mr. And Mrs. Edward Farwell of Bangor

Date: February 16, 1953

Recording number: D 16.20; CD 4, track 5

Length of recording: 1:01

[transcript begins]

ARNOLD: Well, how do you do? My name is Bob Arnold. Can I have your name please?

MR. FARWELL: Edward Farwell.

ARNOLD: And?

MRS. FARWELL: Mrs. Edward Farwell.

ARNOLD: Where do you live, Mr. and Mrs. Farwell?

MR. FARWELL: Bangor.

ARNOLD: Uh, huh. Well, we're conducting an experiment and we'd like to have your help tonight. You see these three nationally known models, television models in front of you here. We'd like to have you tell us in your words which one of these three that you prefer. Mr. Farwell?

MR. FARWELL: I would say that the center one is much clearer.

ARNOLD: And you, Mrs. Farwell?

MRS. FARWELL: The center one is.

ARNOLD: Uh, why?

MR. FARWELL: It has a better color and the details of the picture are, well it's much clearer than the other two sets.

ARNOLD: Now, Mr. Farwell, could you get down here with me in front of this television set here that you see. This isn't masked, and this is an exact replica of that middle set. Could you tell me the brand name of this?

MR. FARWELL: The General Electric.

ARNOLD: That's right, this is the General Electric Ultra-Vision model.

[transcript ends]

For more information about this transcript, audio recording, or other materials in Special Collections at the University of Maine, contact:

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