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General Electric TV Spots, Bob Arnold Interviews Mr. And Mrs. Creighton Grant

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. Creighton Grant of Bangor

Date: February 16, 1953

Recording number: D 16.20; CD 4, track 6

Length of recording: 1:18

[transcript begins]

ARNOLD: My name is Bob Arnold. Can I have your name, please?

GRANT: Yes, sir, Creighton Grant.

ARNOLD: And?

MRS. GRANT: Mrs. Creighton Grant.

ARNOLD: Where do you live?

MR. GRANT: 472 Ohio Street, Bangor.

ARNOLD: That's here in Bangor. Now Mr. and Mrs. Grant, I'd like to have you help me out in a little experiment here tonight. You see these three television sets in front of you that are completely masked so that you can't tell what sets they are, and incidentally they are nationally known makes. Would you give me, in your words now, your opinion which one is the best?

MR. GRANT: Well, I say the middle one is much clearer.

ARNOLD: Uh, huh, and Mrs. Grant?

MRS. GRANT: The middle one.

ARNOLD: Now, could you tell me why?

MR. GRANT: Well, the white is whiter and the blacks seem to be blacker in the picture.

ARNOLD: Well, that's right, Mr. and Mrs. Grant. Could you do me a favor, here. Now, could you look right down here, Mr. Grant, and tell me what model that is?

MR. GRANT: Uh, General Electric.

ARNOLD: That's right, and that middle screen that you pointed out, Mr. Grant, is the identical picture, that is it is a GE Ultra-Vision, it has the GE aluminum [record skips], there are actually twice as many shades of black to gray to white in that model. GE's strata-power chassis has 267% more pull-in power

than previous models and that's why that central portion, that GE picture, looks blacker blacks and whiter whites, Mr. and Mrs. Grant.

[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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