

2-16-1953

General Electric TV Spots, Bob Arnold Interviews William and Irene Atwater

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 William and Irene Atwater of Pittsfield

Date: February 16, 1953

Recording number: D 16.20; CD 4, track 8

Length of recording: 0:58

[transcript begins]

ARNOLD: Well, hello, my name is Bob Arnold, what is your name, please?

MR. ATWATER: My name is William Atwater of Pittsfield.

ARNOLD: And?

MRS. ATWATER: Irene Atwater of Pittsfield.

ARNOLD: Mr. and Mrs. Atwater, we're having a little experiment here tonight. I'd like to get your opinion on a thing now. See those three television sets that are masked in front of you there? Each is a nationally known model. Could you tell me in your own words, Mr. and Mrs. Atwater, which one would you prefer?

MR. ATWATER: Well, I think I'd prefer the middle one.

ARNOLD: And you, Mrs. Atwater?

MRS. ATWATER: Me, too.

ARNOLD: Why?

MR. ATWATER: Well, my reason is I think it's much clearer.

ARNOLD: And, Mrs. Atwater, could you add to that?

MRS. ATWATER: I don't think I could.

ARNOLD: Well, much clearer is exactly the correct answer, Mr. and Mrs. Atwater. That is a GE Ultra-Vision television set that you're looking at, that is it does have blacker blacks and whiter whites.

[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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