

2-16-1953

General Electric TV Spots, Bob Arnold Interviews J. R. Taylor

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. J. R. Taylor

Date: February 16, 1953

Recording number: D 16.20; CD 4, track 11

Length of recording: 0:48

[transcript begins]

ARNOLD: Well, good evening, sir, my name's Bob Arnold. Can I have your name, please?

TAYLOR: Yeah, J. R. Taylor.

ARNOLD: Mr. Taylor, happy you could be here tonight. You can see that we're conducting a little experiment with these three nationally known television sets that incidentally are masked so that we can't tell what models they are. Now, Mr. Taylor, in your own words, could you tell me which one of those three sets that you prefer?

TAYLOR: Well, definitely, that's the one in the center there.

ARNOLD: The one in the center. Well, Mr. Taylor, that is a General Electric Ultra-Vision model. Could you tell me why you prefer that?

TAYLOR: Well, it's a much clearer picture to me, I think it is.

ARNOLD: That's right, that's right, Mr. Taylor. The General Electric Ultra-Vision model has blacker blacks and whiter whites because of the tinted safety glass there.

[transcript ends]

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