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General Electric TV Spots, Bob Arnold Interviews Mrs. Wiley and Mrs. Wilson

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 Mrs. Wiley and Mrs. Simpson of Bangor

Date: February 16, 1953

Recording number: D 16.20; CD 4, track 12

Length of recording: 1:30

[transcript begins]

ARNOLD: Well, good evening ladies. My name is Bob Arnold of station WLBZ. Can I have your name, please?

WILEY: Mrs. Wiley.

ARNOLD: And?

WILSON: Mrs. Ruth Wilson.

ARNOLD: And where to you ladies live?

WILSON: Dillingham Street.

ARNOLD: And you too, Mrs. Wiley?

WILEY: I live on Dillingham Street also.

ARNOLD: Well, what we're doing tonight is conducting an experiment here. You can see where that music is coming from those three television sets down there and of course you can see that they are masked. Well, ladies, those are nationally known makes, each one of them. I'd like to get your candid opinion, now, and incidentally this is a candid mic. I'd like to get your opinion on which of those sets you prefer.

WILEY: The middle one.

ARNOLD: And?

WILEY: I think the center one is very nice and clear.

ARNOLD: Could you tell me why you think it's clearer?

WILEY: Well, that is kinda...

ARNOLD: A little bit difficult, huh? The picture perhaps stands out a little bit more, is that right?

WILEY: I think so. It's much clearer, it's blacker and whiter, I don't know how to explain it.

ARNOLD: Well, that's right, you explained it in your own words, and that is the GE Ultra-Vision camera, the GE Ultra-Vision television set, and it does have blacker blacks and whiter whites. There actually is twice as many shades of black to gray to white. The cylindrical tube keeps out reflection. There's less glare because the tilted safety glass and tube cast reflections downward. That's Ultra-Vision, the black daylight television set, made by General Electric.

[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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