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

Title: General Electric TV Spots, Bob Arnold Interviews with Area Residents

Date: February 16, 1953

Recording number: D 16.20; CD 4, tracks 2 to 12

File 1, Interview with J. R. Taylor

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]

File 2, Marilyn Plummer, Mary Spinney and Mrs. Spinney

Length of recording: 1:22

[transcript begins]

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

PLUMMER: Miss Marilyn Plummer.

ARNOLD: And?

MISS SPINNEY: Mary Spinney.

ARNOLD: And?

MRS. SPINNEY: Mrs. Spinney

ARNOLD: Well, now, I tell you ladies we're conducting an experiment here now. Could you tell me, in your own words now, which one of those three, each one is a nationally known model television set, [record skips a few times], which one do you prefer?

PLUMMER: I like the middle one.

ARNOLD: And Miss Spinney?

MISS SPINNEY: The middle one.

ARNOLD: And Mrs. Spinney?

MRS. SPINNEY: The middle one.

ARNOLD: That's fine. It's nice that you all agree. Perhaps could you tell me why you prefer the middle one, Miss Spinney?

PLUMMER: I think it's much plainer.

ARNOLD: And do you have anything to add to that, Mrs. Spinney?

MRS. SPINNEY: I can't see it too good in a way, nor to tell too much about it.

ARNOLD: Uh, huh, I see, and how about you?

MISS SPINNEY: Much clearer.

ARNOLD: Much clearer, well actually that middle set in the General Electric Ultra-Vision television set that you see. It has the, you've heard about black daylight before? Well it has black daylight and that means that there are twice as many shades of black to gray to white in the General Electric television set. The tilted safely glass and tube cast reflections downward, therefore you do get the less glare. There are blacker blacks and whiter whites.

[transcript ends]

File 3, Mr. And Mrs. Charles Inman of Veazie

Length of recording: 1:13

[transcript begins]

ARNOLD: Well, my name is Bob Arnold and can I have your name, please?

MR. INMAN: Charles Inman.

ARNOLD: And?

MRS. INMAN: Mrs. Charles Inman.

ARNOLD: And where do you live, Mr. and Mrs. Inman?

MR. INMAN: In Veazie.

MRS. INMAN: Veazie.

ARNOLD: Well, what we're doing, as you know here, now, is conducting an experiment tonight with those three nationally known makes of television sets that you see in front of you. Now could you tell me, Mr. and Mrs. Inman, in your own words, which one of those three that you prefer?

MR. INMAN: The center one.

ARNOLD: And you, Mrs. Inman?

MRS. INMAN: The center one, certainly.

ARNOLD: Could you perhaps tell us why you prefer the center one?

MR. INMAN: It's a sharper, clearer picture, and there's not so much glare.

ARNOLD: Mrs. Inman, could you add anything to that?

MRS. INMAN: No, I couldn't, it's clearer, very much clearer.

ARNOLD: Well, actually, that center television set is the GE Ultra-Vision black daylight television set that you're looking at. The cylindrical tube keeps out reflections and that's why the picture is clearer. There's less glare because the tilted safety glass and tube cast reflections downward and the safety glass on the new General Electric Ultra-Vision is dark colored, and incidentally, this new General Electric Ultra-Vision T.V. set is listed by Underwriter Laboratories and copyrighted and it is designed for ultra-high frequency and very high frequency, too.

[transcript ends]

File 4, Mr. And Mrs. Creighton Grant of Bangor

Length of recording: 1:18

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]

File 5, Mr. And Mrs. Edward Farwell of Bangor

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]

File 6, Mr. and Mrs. L. O. Harlow

Length of recording: 1:24

[transcript begins]

ARNOLD: How do you do? I'm Bob Arnold. And your name, sir?

MR. HARLOW: Mr. Harlow.

ARNOLD: And Mrs. Harlow?

MRS. HARLOW: Mrs. Harlow.

ARNOLD: Well, Mr. and Mrs. Harlow, we have a little experiment here we'd like to have you help us out with. Could you tell us quite frankly now which one of those three sets that you see there -- incidentally, each is a nationally known brand -- which one do you prefer?

MR. HARLOW: Well I prefer the one in the middle. It seems much clearer.

ARNOLD: Very fine. And you, Mrs. Harlow?

MRS. HARLOW: The one in the middle.

ARNOLD: Could you tell us why?

MR. HARLOW: It's clearer.

ARNOLD: Uh, huh. Could you perhaps elaborate on that just a little bit? Why is it clearer?

MR. HARLOW: Well, I don't know as I could elaborate on it, except that it's much clearer and it's much easier on my eyes. The others you seem to have to stare at it more to get the same vision of view.

ARNOLD: Ah, ha, I see what you mean. Well now, Mr. and Mrs. Harlow, would you step over here with me just for a moment please? This set here is identical to the one that you saw in the middle. Could you scootch down here and tell me what the name of this is?

MR. HARLOW: General Electric.

ARNOLD: That's right, that's what it is. A General Electric. That's the one in the middle, yes sir. And of course it has the Ultra-Vision tubes with the very dark, cylindrical tube which gives you, of course, brighter pictures, whiter whites, and blacker blacks. That's why the set is easier on your eyes.

MR. HARLOW: I see.

[transcript ends]

File 7, Mr. and Mrs. Vern Simpson

Length of recording: 1:30

[transcript begins]

ARNOLD: Well, well, well, hello. I'm Bob Arnold. Can I have your name?

MRS. SIMPSON: Mrs. Simpson.

ARNOLD: And?

MR. SIMPSON: Mr. Simpson.

ARNOLD: Mr. and Mrs. Simpson, where are you from?

MRS. SIMPSON: Bangor. Sixteen Elizabeth Avenue.

ARNOLD: Uh, huh. Well now, we'd like to have you help us out a little bit with this experiment. You see here in front of you we have three television sets. Each is a nationally known make, and a nationally known model, of course. Now tell us, frankly, in your own words, which set do you prefer?

MRS. SIMPSON: The center one.

ARNOLD: And Mr. Simpson?

MR. SIMPSON: The center one.

ARNOLD: The center one. And, uh, can you tell me why?

MRS. SIMPSON: Clearer, I should say.

ARNOLD: Do you have anything to add to that, Mr. Simpson? Do you have anything to add to that "clearer"? Well, actually now, that center set is just the same as this model right here. Could you read the brand name for me down here please?

MRS. SIMPSON: General Electric.

ARNOLD: General Electric is right, and this is the Ultra-Vision model which is what you saw there. It does have blacker blacks and whiter whites. As a matter of fact, the GE aluminized tube increases picture brightness up to 100%. There are twice as many shades of black to gray to white in that Ultra-Vision General Electric television set. The GE strata power chassis has 267% more pull-in power than previous models. Well, we thank you very much Mr. and Mrs. Simpson for taking part tonight. As a matter of fact...

[The recording ends before Arnold finishes his sentence.]

[transcript ends]

File 8, Mrs. Henry Jones of Bangor

Length of recording: 1:23

[transcript begins]

ARNOLD: Well, how do you do? I'm Bob Arnold. Could you tell me your name, please?

MRS. JONES: Mrs. Henry Jones.

ARNOLD: And Mrs. Jones, where do you live?

MRS. JONES: Out at 21 Lincoln Street.

ARNOLD: O.K., Mrs. Jones, I'd like to have you help us out with a little experiment here now. You see these three television sets in front of you? Each one of those are a nationally known make. Would you give me now your frank opinion and in your own words on which one you'd prefer to have in your own home?

MRS. JONES: Well, it's no doubt about it. The middle one's the clearest.

ARNOLD: And could you tell me why?

MRS. JONES: Well, I don't know why, but it's just clearer.

ARNOLD: It stands out a little bit more, is that right?

MRS. JONES: Yes, it does.

ARNOLD: Well, that, Mrs. Jones, is this set right here. Could you get down here just a little bit now and tell me the title of this make?

MRS. JONES: That's a General Electric.

ARNOLD: That's right, that's the identical make to that screen in the middle. And that is the GE Ultra-Vision, Mrs. Jones. Which means that the cylindrical tube is colored, is tilted at a two degree angle which reflects the brightness from the screen. The safety glass is tilted at a four degree angle which also reflects the brightness so that the reflection doesn't bother too much. It is the Ultra-Vision and you do agree it is much better, eh?

MRS. JONES: Well, there's no doubt. I don't see how anyone could say and different.

ARNOLD: We thank you very much, Mrs. Jones.

MRS. JONES: You're welcome.

[transcript ends]

File 9, Mrs. Wiley and Mrs. Simpson of Bangor

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]

File 10, Mrs. Zelma Farnham of Holden

Length of recording: 1:08

[transcript begins]

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

FARNHAM: Zelma Farnham.

ARNOLD: Is it Mrs. Farnham?

FARNHAM: Yes, it is.

ARNOLD: Mrs. Farnham, where do you live?

FARNHAM: I live in Holden, Maine.

ARNOLD: Well, Mrs. Farnham, we'd like to have your opinion on an experiment that we're trying here. Could you tell me now, in your own words which one of those three television pictures that you prefer?

FARNHAM: Oh, definitely the middle one.

ARNOLD: And why, Mrs. Farnham?

FARNHAM: There's no comparison.

ARNOLD: You mean it looks a little bit clearer, is that right?

FARNHAM: Oh, much clearer.

ARNOLD: That, Mrs. Farnham is because that model that you see in the middle is a General Electric Ultra-Vision black daylight television set. It has, as you probably noticed, blacker blacks and whiter whites. The GE aluminized tube increases picture brightness up to 100%, therefore you get a brighter picture. There are twice as many shades of black to gray to white in the GE Ultra-Vision black daylight television set. The GE strati-power chassis has 267% more pull-in power than previous models. That's why the center set met with your approval, Mrs. Farnham.

[transcript ends]

File 11, William and Irene Atwater of Pittsfield

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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