10-1956

Hoffman Television Advertisements

WLBZ Radio

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Hoffman Television Advertisements

Date: October, 1956

Recording numbers: D 12.85; CD 20, tracks 43 to 46

Track 43
Length of recording: 1:00

[transcript begins]

MAN’S VOICE 1: [Stuttering] In television portables, Hoffman’s the hot one.

MAN’S VOICE 2: Wait a minute, wait a minute, don’t get so excited. Start over and say it slower.

MAN’S VOICE 1: In television portables, Hoffman’s the hot one.

MAN’S VOICE 2: That’s much better, and how right you are. The new Hoffman Featherlight is truly the hottest portable in television. No matter where you go, city or country, sea level or mountains, the Hoffman picture stays strong, bright, clear, outperforms any other portable.

MAN’S VOICE 1: And that’s not all.

MAN’S VOICE 2: No, indeed. Hoffman’s also the hot one because it’s smartly styled in two-tone colors. It’s built so amazingly light, and it’s sensationally low, low priced. We suggest you go and see, Hoffman portable TV.

MAN’S VOICE 1: In television portables, Hoffman’s the hot one.

[transcript ends]

Track 44
Length of recording: 0:38

[transcript begins]

WOMAN’S VOICE: In television portables, Hoffman’s the hot one.
MAN’S VOICE: No matter where you go, city or country, sea level or mountains, the Hoffman picture is strong, bright, clear, out performs any other portable. Beautiful two-tone colors, light weight, low, low price.

WOMAN’S VOICE: Yes, in television portables, Hoffman’s the hot one.

Track 45
Length of recording: 0:57

[transcript begins]

MAN’S VOICE 1: Gnu, spelled G N U.
MAN’S VOICE 2: New, spelled N E W.
MAN’S VOICE 1: So, what’s new?
MAN’S VOICE 2: Well, the newest thing in television is completely automatic, press-button tuning.
MAN’S VOICE 1: So, like, who has it?
MAN’S VOICE 2: Hoffman Television has it! Yes, only the new 57 Hoffman has completely automatic press-button tuning.
WOMAN’S VOICE: It truly TV’s magic touch. Just press one button and walk to your chair. The channel is tuned by the time you’re there.
MAN’S VOICE 2: Yes, when you touch and see new 57 Hoffman TV, you’ll agree it’s the most advanced set in all television.
MAN’S VOICE 1: So, I mean, like where do I go to touch and see new Hoffman TV, huh?
MAN’S VOICE 2: Why, you go to your nearest Hoffman New Black Easy Vision Television Dealers. He’s proudly showing television’s first completely automatic press-button tuning.
[transcript ends]

Track 46
Length of recording: 0:26

[transcript begins]

WOMAN’S VOICE: Yes, there is something new in television.
MAN’S VOICE: It’s the new 57 Hoffman with TV’s magic touch, completely automatic press-button tuning.

WOMAN’S VOICE: One touch of your finger changes channels automatically.

MAN’S VOICE: See the new 57 Hoffman with completely automatic press-button tuning.

[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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