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General Electric TV Spots, Bob Arnold Interviews Mr. and Mrs. L. O. Harlow

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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]

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