

2-16-1953

## General Electric TV Spots, Bob Arnold Interviews Mr. and Mrs. Vern Simpson

WLBZ Radio

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Transcript of a sound recording within MS 608, WLBZ Radio Station Records, 1931-1973, Bangor, Maine

Title: General Electric Television Spots: Bob Arnold interviews Mr. and Mrs. Vern Simpson

Date: February 16, 1953

Recording number: D.16.20; CD 4, track 4

[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]

For more information about this transcript, audio recording, or other materials in Special Collections at the University of Maine, contact:

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