

2-16-1953

General Electric TV Spots, Bob Arnold Interviews Mrs. Zelma Farnham

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. Zelma Farnham of Holden

Date: February 16, 1953

Recording number: D 16.20; CD 4, track 7

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]

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

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