Mainstreet Communications

Client: NBC Television **Descript**: Stereo Introduction

Draft: 2-A **Length**: 30

Anncr: And now here's NBC Vice President in charge of engineering, Norman Craven to demonstrate the power of stereo TV reception coming Sept 17th.

(SFX: Oscillating high voltage hum pattern)

Mr. Craven: To demonstrate just how stereo sound will affect your viewing enjoyment this Fall on NBC, we recorded famed New York Opera star Beverly Sills just a few minutes ago . . .

(SFX: fast winding tape sounds)

Man (on intercom speaker) Ready to begin Mr. Craven.

Mr. Craven So now, thrill to the exciting sound of NBC Stereo TV.

(MUSIC: Sills sings first measures of (Aretha's) Respect. (After "R-E-S-P-E-C-T" phrase, she holds note, then shifts up an octave)

(SFX: Heavy duty pop and glass break)

Man (on intercom) Hold it.

(SFX: Buzzer sounds)

Mr. Craven Stop test.

Man (Intercom) Picture tube blew.

Mr. Craven Now that may bother some of you.

(Music: Signature logo)

Anncr Get ready America. This is going to be big. NBC Stereo TV. Coming Sept. 17th