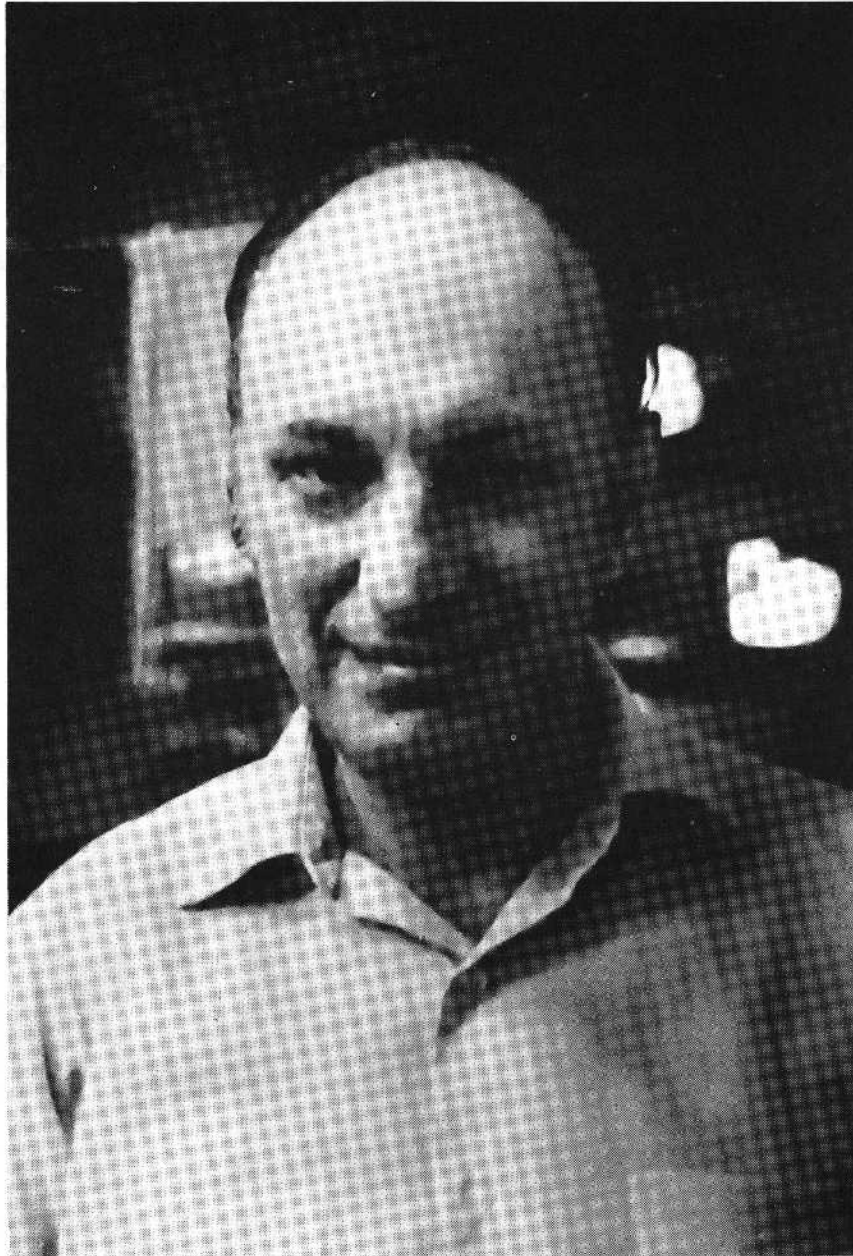


TV SALESMAN



BERNIE ECKSTEIN

Q: How did you get into selling televisions?
B: When I got out of the service, I'd had an electronic background in the Navy, and so I went out into servicing, and then into sales.
Q: Did you have an interest in TV before you went into the Navy?
B: No.
Q: None whatsoever?
B: That's right.
Q: Do you remember the first time you ever saw a television set?
B: Yes, it was in the service in New York.
Q: When was that?
B: In 1945.
Q: Do you remember what was on?
B: No.
Q: Do you watch a lot of TV?
B: No I don't.
Q: Do you have them on all day here at the store?
B: Yes I do.
Q: Is there anything here that you put on in particular?
B: I enjoy any kind of sporting event.
Q: During the week that is pretty hard to do.
B: Yes it is, yes it is.
Q: Is there anything that you put on during the week?
B: In the store, no. At home we do watch certain programs, *Adam 12*, and I enjoy some.
Q: Do you have kids?
B: Yes I do.
Q: What do they watch?
B: They are 12 and 15 and they watch variety shows and educational TV. The 12-year-old watches educational TV all of the time.
Q: How long have you been selling sets?
B: Fourteen years.
Q: Is there any difference in the people that buy them now as compared to then?
B: Yes, definitely.
Q: What?
B: The people that bought them when I first went into it, they bought them just to have a television set—because their neighbors did and it was a novelty. Now I feel it is actually a necessity in their lives. If their television set goes out, they just don't know what to do without it.
Q: What percentage of your people are buying black and white and color?
B: Color is about 95% in this area. Now we have a store in Burbank which is not nearly as high—maybe 70%.
Q: Do you know the per-capita income in this area?
B: Yes. It was much higher than I guessed it to be. At the beginning of 1971 it was over \$10,000. Of course this took in Woodland Hills, Canoga Park, and part of Tarzana.
Q: Which is the richest of these, Tarzana?

B: I don't know. I'd guess it would be Tarzana.
Q: Is there a major thing that people ask when they come in to buy televisions?
B: Yeah. They want a television set that will match their contemporary furniture, Spanish furniture, early American furniture—something like this. Also they want a good set.
Q: That is secondary?
B: Furniture styling is more important.
Q: Do you think that you are selling more furniture-type television sets than other kinds?
B: I am in this area.
Q: Even though they are more expensive?
B: Even though. Now this is not true in Burbank. It is true in this area.
Q: Are there many complaints about the sets purchased?
B: Yeah, here's two of the biggest complaints. A lot of people I feel are expecting a sort of technicolor movie, and television is not going to be a technicolor movie. The second thing is ignorance of the—I shouldn't say—maybe it was our fault for not explaining it right, but knowing how to adjust a set. Half of our calls with sets are because they are not adjusted right. It is not the fault of the set, maybe partly our fault. But we are trying to do something about explaining how to operate the set more.
Q: Does that one-touch color button help at all?
B: No, because it doesn't work right.
Q: Do you sell Sylvania's only?
B: We sell Sylvania's, Zenith, and others.
Q: Which do you think is best?
B: Sylvania.
Q: Why?
B: Because we have fewer service problems with it.
Q: Do you think their color is any better?
B: I do. I think that they show better detail on their set.

