

STEAM

LISTENING TECHNOLOGY OVER TIME

Pre-Lesson Activity



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Example Advertisement



[Link \(click here\)](#)



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Group Questions

- What is being advertised?
- Who is the audience for the ad? How do you know?
- In what time period do you think this ad was used?
What clues are provided in the ad?
- What type of music was/is popular during this time period? Describe any clues you have from the ad.
- Is this technology popular today? Why or why not?



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Gramophone

**The Victrola's
priceless service
in home and camp**

Measured by every standard, what could be more valuable, more concretely useful, as well as more delightfully entertaining than the Victrola?

Second only to the actual physical needs of the body is the imperative hunger of mind and spirit for their essential "foods"—music, literature, inspiration, education, comfort and laughter. The Victrola is their tireless servant, bringing to them at any place, any time, the greatest art and entertainment of the whole world.

Victrolas by the tens of thousands are in daily use by our military forces on land and sea. In more than 25,000 public schools the Victrola is helping to build Young America into a better citizenship. The Victrola has taught French to our soldiers, wireless to our sailors and aviators. In millions of homes the Victrola is educating, refining, uplifting our mighty democracy.

Send the Victrola to the boys in camp to cheer and inspire them! Place it in the home for the benefit and pleasure of young and old alike. Prize it for its value, its usefulness, its service, as well as for its unlimited, wholesome pleasures.

There are Victor and Victrola in practically every home in the U.S. Buy Victor today and you will surely appreciate the Victrola and give your music with us home.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Victrola
*One of America's
great contributions
to the advancement
of mankind*

New Victor Records demonstrated at all dealers on the 1st of each month.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the quality of their Gramophone only.



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Record Player



New from Motorola

Hi-fi in fiber glass!

Richest sounding, most durable portables ever built

Out of this revolutionary duralumin fiber glass case comes tone quality you'd expect to hear only from a hi-fi console! Motorola shaped this tough, light, miracle material into an almost anatomically perfect case. (Notice how even the lid "hugs" and projects the sound like a handbell.) Inside you'll find three hi-fi speakers, an automatic 4-speed record changer, and separate bass-treble controls.

The Motorola Calypso (Model 1023, shown) comes in Caribbean Blue or Pin-Tone Jamaican fluid and fiery. And you can choose from phono, radio-phono combinations, and hi-fi portables - priced low as \$79.95!

Listen and capture that all important programmatic tone

MOTOROLA

World's Largest Electronic Equipment Manufacturer

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Transistor Radio

sounds like the band's right there

Motorola⁶ Transistor Portable

fits your palm or his shirt pocket

Big speaker... Fine tone
Long battery life (up to 100 hours)

\$24⁹⁵

Try... but power!! Six transistors find station
pilot. Improved, built-in speaker makes fast!
least clearly share the sound. Battery lasts and

looks, too. Up to 10% larger than in previous
models this size! It's the radio the whole gang
wants... yet it won't strain your budget.

MOTOROLA

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8-Track Player

So nice to come home with...so nice to come home to!



Lear Jet Stereo 8[®]

the first and finest 8-track tape cartridges and players



Drive to the sounds of Carnegie Hall...thrust to the brilliant stereo music from the world's finest tape cartridge system...Lear Jet Stereo 8...the quality standard of the industry. Even a traffic jam becomes bearable! The Stereo 8 provides over an hour's entertainment of your choice from the libraries of over 40 leading record companies. Integral AM or FM radio (optional for both car and home units).

At home...use the same cartridges to enjoy full dimensional stereo-phantic reproduction through your present home stereo system by plugging in this handily-crafted Lear Jet Home Page Deck. Discover for yourself the convenience and musical perfection of Lear Jet tapes, decks and radios...the modern way to enjoy recorded entertainment. See your dealer and listen to the finest...Lear Jet Stereo 8.

LEAR JET INDUSTRIES / Stereo Systems • Radio Instrumentation • Executive and Avionic Jet Aircraft

LEAR JET
STEREO 8

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Boombox



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Walkman



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Discman



THE SONY POCKET DISCMAN —NOW TAKE THE MUSIC YOU WANT WHEREVER YOU WANT.

Sony has created what could be the world's smallest concert tour.

The amazing new Sony Pocket Discman™ Compact Disc player. Designed to let you hear the exciting new 3-inch CDs on the street, at school or even in your car.

Just slightly larger than the CD-3 itself, the Pocket Discman player comes complete with its own headphones, rechargeable battery A/C adaptor and a carrying case that holds up to six 3-inch discs.

Yet it still has all the talents of a full-size CD player with features like Repeat, Shuffle Play and Music Search. It's even remote control capable.*

Best of all, the Pocket Discman shown plays not only CD-3s, but the thousands of 5-inch CD titles available today.

The new Sony Pocket Discman. Now you can get great digital sound without having to carry around all that "heavy metal."



SONY

THE LEADER IN DIGITAL AUDIO™

© 1988 Sony Corporation of America. Sony Pocket Discman and The Leader in Digital Audio are trademarks of Sony. Model shown, D-88. * Remote control optional.

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iPod

