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**Grade level:** 8

**Primary source citation:** "The Finest in Sight and Sound," 1949, Magnavox Radio-Phonograph +Television, Advertisement, Ad\*Access On-Line Project, TV0638, John W Hartman Center, Duke University Libraries, <http://library.duke.edu/digitalcollections/adaccess.TV0638/>.

Allow students, in groups or individually, to examine the advertisement located at the above link (or attached) while answering the questions below in order. The questions are designed to guide students into a deeper analysis of the source and sharpen associated cognitive skills.

**Level I: Description**

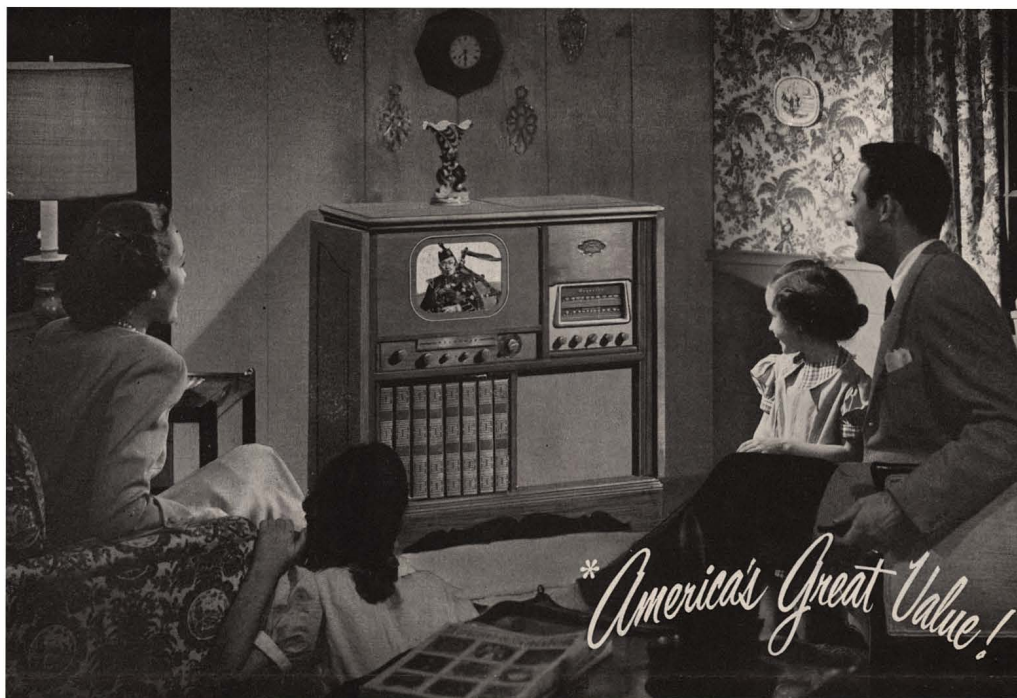
1. What do you see in this advertisement?
2. What is it trying to sell?
3. Who are the people in the advertisement?

**Level II: Interpretation**

1. Who is the target audience for this product?
2. What kind of family is pictured?

**Level III: Analysis**

1. What was the image of the American Family in 1949?
2. How might this ad be updated for today?



*\*America's Great Value!*

FRENCH PROVINCIAL Radio-Phonograph with space for TV installation later. Two Magnavox quakers (15-in. bass, 3-in. treble). \$375.

FRENCH PROVINCIAL Television-Radio-Phonograph Combination. Magnascope with 12½-in. tube. \$750. Record albums additional.



MODERN SYMPHONY CONSOLE Television Receiver. Magnascope with 10-in. tube. \$395.



The finest in sight and sound!

## Magnavox Television ... plus superb AM-FM radio and 4 hours of continuous recorded music

AMERICA'S most wanted radio-phonograph and television receiver—that's Magnavox! It brings you a combination of beauty, high-fidelity reception and great innovations not duplicated in any other instrument.

The advanced Magnascope Television system produces big, steady pictures that are easy on the eyes—unmatched for sharpness, clarity and contrast. World-famous Magnavox speakers and super-power amplification assure highest fidelity sound reproduction.

**4 Hours Continuous Recorded Music.** The Magnavox Duomatic Changer plays 12 long-playing records at one loading... plays conventional records automatically, too! There is an outlet for playing all others.

Select a complete Magnavox Television-Radio-Phonograph Combination now or an AM-FM radio-phonograph to which you can add television later. Independent Magnavox Television Receivers are also available.

**\*Imagine a magnificent Magnavox Radio-Phonograph** for as little as \$298.50—a Television Receiver for only \$299.50! Yes, a Magnavox costs less than you'd expect. Why settle for anything else?

See your Magnavox dealer for a demonstration. Look for his name in your classified directory or write The Magnavox Co., Dept. 288, Ft. Wayne 4, Ind.

Prices subject to change without notice.



METROPOLITAN Television Receiver with 10-in. picture tube. \$299.50. Matching table optional. \$35.00.

*the magnificent*  
**\*Magnavox**  
*radio phonograph + television*

*Sale Eve Post 4-9-49*