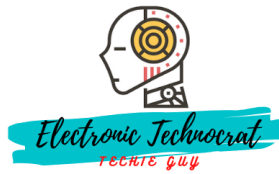


# MOST INFLUENTIAL GADGETS OF ALL TIME



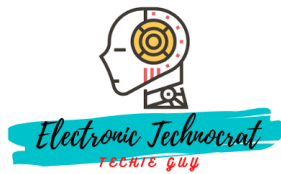


## IBM MODEL 5150





- ***What would the computer market look like today without the IBM PC? Sure, the world had personal computers before the 5150 was introduced in 1981.***
- ***But IBM's sales pitch—bringing Big Blue's corporate computing prowess into the home—helped make this a wildly successful product.***
- ***Even more influential than the 5150 itself was Big Blue's decision to license its PC operating system, DOS, to other manufacturers. That led to the birth of "IBM Compatibles," the forerunner to almost all non-Apple PCs out there today.***



# VICTROLA RECORD PLAYER





*Electronic Technocrat*  
TECHTE GUY

- **Though the phonograph was invented in 1877, it was the Victor Talking Machine Company's Victrola that first made audio players a staple in most people's homes.**
- **The device's amplifying horn was hidden inside a wooden cabinet, giving it the sleek look of a sophisticated piece of furniture.**
- **Records by classical musicians and opera singers were popular purchases for the device. Eventually, the Victor Talking Machine Company would be bought by RCA, which would go on to become a radio and television giant.**



*Electronic Technocrat*

TECHIE GUY

## REGENCY TR-1 TRANSISTOR RADIO

**IT'S THE NEW POCKET-SIZE** *Regency*

**THE FIRST TRANSISTOR RADIO EVER BUILT!**

We're pioneering again with another first in radio design. Tiny transistors have replaced bulky vacuum tubes, will last indefinitely. This Regency operates on a single hearing-aid battery at less than 6c an hour playing time . . . cheaper than larger, more expensive units! Attractively styled in choice of madarin red, ebony, cloud grey or bone white. Come in tomorrow and test it at Goodman Jewelers.

**\$49<sup>95</sup>**  
Battery \$1.15

**ONLY \$1.00 DOWN DELIVERS  
ONLY \$1.00 WEEKLY**

**Transistor . . .**  
*This miniature miracle replaces bulky vacuum tubes. 50 million engineers agree it could be used in any radio.*

**GOODMAN** *Ring of Diamonds*  
*Jewelers*  
SINCE 1907

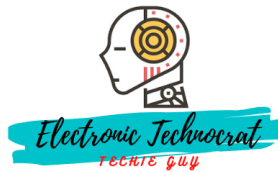
**ACTUAL SIZE**

**START PAYING IN 1955**

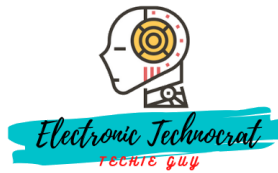
Wherever you go—music, news, entertainment to relax, refresh and stimulate. Here is that "Something Different" for a Christmas Gift.

**GIFT**





- **The Regency's pocket radio was the first consumer gadget powered by transistors, ushering in an age of high-tech miniaturization.**
- **A post-WWII innovation developed by Texas Instruments and Industrial Development Engineering Associates the \$49.95, 3-by-5-inch, battery-powered portable was built on technology developed by Bell Labs.**
- **From the transistors that amplified the radio signal to the use of printed circuit boards that connected the components to the eye-catching design, many factors conspired to make the TR-1 a holiday must-buy after its November 1954 launch.**



## KODAK BROWNIE CAMERA







- **Marketed toward children, carried by soldiers, and affordable to everyone, this small, brown leatherette and cardboard camera introduced the term “snapshot” through its ease of use and low cost.**
- **Priced at just \$1 when it was introduced in February 1900, the Brownie took cameras off tripods and put them into everyday use.**
- **For Kodak, the low-cost shooter was the hook that allowed the company to reel in money through film sales. And for the rest of the world, it helped captured countless moments and shape civilization’s relationship to images.**