



SCHENECTADY MUSEUM

On-line Lessons

Inventions &
Innovations
Grades 3-8

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“I Sing the Product Electric”

Question:

Can you sell something that you can't even see? The advertisement ([on the following page](#)) from the past used rhyming to remind people of all the ways that they could use electricity in homes.

Try This:

Words can be powerful!

Can you think of 5 ways that electricity improves your life today, and write a poem about it ([see the following pages](#))?

Try making a word shape poem where the words make a picture!

OR

Be a history detective and look closely at the advertisement to answer these questions...

- When was this ad created? (Hint: Look for a date with month, day and year somewhere on the picture).
- Here is a tough Bonus Question! Can you find the company logo of the company that created this ad? (You may need to zoom in!) Do you know what company it is? (Hint: They still make electrical appliances today).
- Who do you think is the audience for this ad (who is supposed to read it)?
- According to the ad, what are 10 ways that electricity could improve your life?
- After looking at this ad, what are the 5 electrical appliances you might consider most important to buy for your home at this time in history? Why do you think so?

More to Explore:

Check out some of the ways electricity, and electrical appliances were sold by looking at the ads in the Schenectady Museum exhibition about electricity.

Things to Think About:

Write a poem or ad about the Internet.

People:

The first sound Thomas Edison recorded was a poem - "Mary Had A Little Lamb!"

Fun Facts:

I can name that product in three notes!

Many television commercial directors try to have the product linked to a three musical note signature.

You may find yourself humming the product name while you're shopping.

Lesson Links

[Page 2 - Advertisement](#)

[Page 3 - Poem](#)

What's This All About?

Advertising, Writing, Music, Math, Poetry, Television, Research

Web Links for More Information

http://www.bchydro.bc.ca/rx_files/community/community2524.pdf

<http://www.smallbusinessnotes.com/resources/businesspoetry.html>

Can you make a picture poem like this about electricity?

FLOW!

+ -

Charges

ELECTRONS

MOVING, LINING UP

MAGNETIC FIELDS ON

ELECTRICAL FIELDS ON

GENERATING, CREATING

MOVEMENT AND POWER

DYNAMIC, STATIC, LIGHT

BALLOONS ON WALL!!!!!!

HAIR STAND STRAIGHT

CRACKLE, CRACKLED

CRACKLING NOISE!

SHAKING HANDS

GIVE SPARKS

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OHMS

