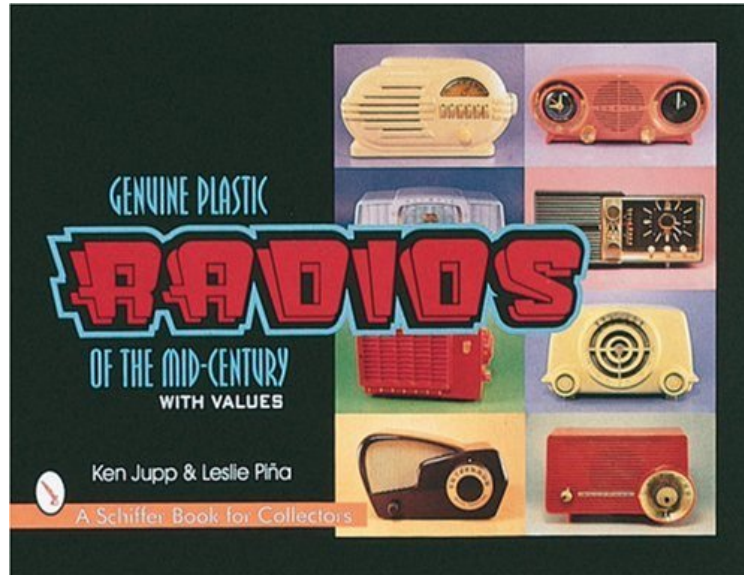


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Genuine Plastic Radios of the Mid-Century (Schiffer Book for Collectors)

Ken Jupp

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Ken Jupp : Genuine Plastic Radios of the Mid-Century (Schiffer Book for Collectors) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Genuine Plastic Radios of the Mid-Century (Schiffer Book for Collectors):

1 of 1 people found the following review helpful. Five Stars By LARRY A GILLA must for serious collectors. 0 of 1 people found the following review helpful. "plastic" radios? By max power you would think anyone who wrote a whole book about Bakelite radios would know "plastic" didn't exist in the 1940s but that the subtitle of this book! 8 of 8 people found the following review helpful. Turn on and tune in to this book By Robin If you collect mid-century plastic radios you should own this book. Sixty-six manufacturers are represented with 450 color photos, the popular companies, such as Crosley, GE, Motorola, RCA and Zenith each have several models shown. Besides a photo of the radio there are plenty of close-ups of tuning knobs, speaker grills, frequency ranges and each maker has a close-up of their logo. Also included are some period ads from the fifties. Page 176 shows the front of a Trav-ler 5022 from 1950 and on the facing page is a shot of the back of the set. What a contrast, while the front is the best the marketing/design folk could come up with the back shows a clutter of wires, batteries and evidence of cheap mass production. Looking at the design of the various models it becomes clear that as these radios all do the same thing it became important to sell the product on other (non-existent) virtues. The names (Wide-fi, Transitone) reflect high technology, big tuning knobs reflect scientific precision, some makers logos are heraldic reflecting snob values, the plastic cases were in bright eye-catching colors. I think it would have helped if the dimensions of the sets had been included and the photography is very bland with the radios set against insipid backgrounds. Radios can look good, have a look at Philip Collins 'Radios: The Golden Age' and 'Radios Redux', dozens of beautiful shots mostly against a black background which make the radios jump out from the page. This is a book though that any serious collector and those interested in fifties

popular culture and product design should have.

Mid-twentieth century table radios made primarily of brightly colored plastic represent a relative newcomer to the radio collecting arena. With designs that often resembled contemporary automobile grille and headlight configurations, these affordable radios were made by the major electronics companies as well as dozens of others with lesser known names. These examples of American industrial design and popular culture were once plentiful, and today they can be found at flea markets, garage and house sales, secondhand stores, and "antique" shops specializing in modern design. Colorful and collectible, mid-century table radios are both available and affordable. With more than 430 full color photographs of radios, plus advertisements and black and white vintage photos, this pioneering book is a must for anyone interested in radios, mid-century industrial design, or popular culture.

About the Author Leslie Pina, Ph.D., has written numerous books on mid-century design and decorative arts, including *Fifties Glass*, *Fifties Furniture*, and *Bakelite Jewelry*. Ken Jupp is a collector and enthusiast of mid-century design, especially genuine plastic radios. He lives in Columbus, Ohio.