

Flavorful, Tasty Little Transistor Radios

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This rare **PINK** Flavoradio® was another CHRS Flea Market Find. It is the Strawberry flavor.



As Found.



Many radio collectors have retreated from consoles and their little brother table models, into very manageable transistor radios. Among these are the Radio Shack (May it Rest in Peace) variously colored Flavoradios of as much as forty years ago, available in various incarnations for almost 40 years. The Pink Flavoradio as restored:



At its 1972 introduction, Flavoradio offered six colors. www.radioshackcatalogs.com/catalogs/1972-a/ at page 75. The initial catalog offer of 1972 featured “Tasty Designs in 6 Favorite Flavors” being plum, pistachio, orange sherbet, vanilla, strawberry and chocolate.

Perhaps tasty, nutritious Blueberry hadn’t yet been yet thought of. These flavored radios are a sort of technological synesthesia, one sense perceived as another, *e.g.*, a color as a flavor.



The blog ‘Retro Thing’ says: “The Flavoradio was available exclusively at Radio Shack from 1972 to 1986, an astonishing 15 years - the longest running production radio ever built. Radio Shack retooled the case twice more, offering models up until 2001. At that late date, the Flavoradio was the last AM-only radio available anywhere.” www.retrothing.com/2010/04/radio-shacks-classic-flavoradio.html. Survivalists (and later “preppers”) favored the Flavoradio for its simplicity, performance and reliability.

In the nearby photo, the blue set is a Model 12-202 made in the Philippines (as many if not all were). That has long been a display radio.



Bart Lee Collection and Photo

An AM / FM version later appeared as well (some had extendable whip antennas). But most people just wanted one, or two or more in two or more colors. (See the image above of a dozen or so). The early versions ran on two AA batteries, the later ones on nine volts. The earlier one displayed the frequency tuned as a number on the dial seen through a window. The later version painted the frequencies on the upper face, and put a pointer on the dial seen through the window.

So, at the CHRS Flea Market, at the bottom of the pile of seriously distressed transistor radios, a flash of pink appeared. This “Strawberry” Flavoradio’s photo as-found appears above. It cleaned up very nicely, yummy indeed. See photos. And it works just fine. (de K6VK)