

# Summertime, and the Livin' is Easy: An English Portable Radio

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A beautiful young woman overlooks a sunny English beach. She carries a portable radio. Art Deco style enlivens the scene. A young man stands nearby. Perhaps this idyllic 1930s tableau implies romance.



Radiophile cover, 200

She holds one of the rarest of all radios, because England's Pye Radio Company burnt them all shortly after introduction in 1948 (model 978). The Rising Sun motif, however elegant, rankled many families in England who had lost sons, brother and fathers to Japanese Militarism in the war.



Pye 978 Deco Portable Radio, 1948; Stone Vintage Radio Museum

The Rising Sun design had enjoyed some popularity before the war, before barbarism tainted the image; for example a Pye portable of 1937 (see Pye M78F Deco Portable Tube Radio on the web at the Stone Vintage Radio Museum).

So too had portable radios. The painting of the woman looking down at the beach appeared on the cover of the English Radiophile magazine (issue no. 106, Summer 2006). The editor, Chas. E. Miller, noted:

“Our Cover Picture. This is another of our joint efforts and we hope that you like it. We have taken a liberty with the size of the portable set carried by the young lady, but we claim artistic license! C.E.M.”

On the back cover of this Radiophile issue appeared a reprint 1936 advertisement for one of the most popular English portable radios of the day: The McMichael 367.

*Summer time Blues?*  
**Not a bit of it!**  
THE McMICHAEL LIGHTWEIGHT PORTABLE IS THE INFALLIBLE PRESCRIPTION FOR ALL SEEDY SALES CURVES.

Portables are booming, thanks to McMichael 367. Capitalise its sales-compelling features now and reap a golden summer harvest.

- Very small size and light weight
- high-efficiency 4-valve circuit
- exclusive triple scales
- sensitive M.C. speaker
- ample power with extreme economy
- soundly built and most attractively finished in blue rexine.

AN ALTERNATIVE MODEL IN MAROON IS RELEASED ON JULY 6

TURN SUMMER-TIME INTO SALES-TIME WITH  
**McMICHAEL 367-£8.18.6**  
*Lightweight Portable 2/6 Weekly*  
BEARING THE WORLD'S MOST FAMOUS NAME IN PORTABLE RADIO

English McMichael 367, 1936

That pre-war portable cost a lot of money; £9 pounds sterling in 1936 is \$800 today. According to Radiomuseum.org, the model 367 featured a TRF circuit with regeneration. The top scale is a dual meter band for broadcast frequencies and long wave. Cities appear on the two side scales, one for broadcast and one for long wave.

Radiophile makes no comment about the Rising Sun or the Pye misadventure of 1948. John Terry, AWA, did write an article about it for Antique Radio Classified in 1994, which may be found at:

[www.stonevintageradio.com/description.php?II=195&UID=20180608213332](http://www.stonevintageradio.com/description.php?II=195&UID=20180608213332)

Dr. Howard Stone lists the Rising Sun Pye portable for sale at \$1,999 plus shipping, at [www.StoneVintageRadio.com](http://www.StoneVintageRadio.com) (de K6VK)

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