

Randy

the transistor radio

\$100



*Dedicated to all little girls and boys
throughout the world whose smiles
and laughter make life worthwhile.*

MILTON D. THALBERG

Randy

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by MILTON D. THALBERG

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I'm Randy Radio. I'm just a little fellow but I do g-r-e-a-t b-i-g t-h-i-n-g-s. I am sooooo small you can hold me in your hand and if your Daddy holds me in his hand you won't even see me.

I was born a few years ago. I was born smaller than my brothers and sisters who came before me. When they first came into this world they were three or four times my size. I play without a cord stuck into the wall.

When people first saw me they said; "wonderful, impossible, fantastic, and—what a voice."

Do you know what type of radio I am? I'm a transistor radio." That's a b-i-g word isn't it? T-R-A-N-S-I-S-T-O-R. I have many transistors in my family and they will tell you all about themselves later on.

CHET CIRCUITBOARD

TONY TUNER KNOB

TRUDY TRANSFORMER

ERNIE EARPHONE

BENNY DIAL

LARRY LOUDSPEAKER

We have quite a family. Larry Loudspeaker makes lots of pleasant sounds most of the time. Tom Transistor, my cousin, is always helpful. Trudy Transformer keeps us under control and we are all sooooo attached to Chet Circuitboard.



But without Benny Battery we just won't work. Benny too, is a little fellow but is he strong? Benny works for hours, hours and hours and never seems to get tired.

The most important thing is that we all work together. Each one of us have our own job to do. If one of us gets lazy—nothing happens. If one of us gets sick or pouts,—again—nothing.

B-U-T, when we're all good and work together—we can do things never before thought possible.



Before I was born you had to have a G-R-E-A-T B-I-G Box with lots of stuff like tubes, knobs, dials and cords to do what little me can do even better. Besides you can put me in your pocket or lunch box and take me with you wherever you go. Besides being the best friend you ever had, I can be your very own. We can have secrets together too. If we want to have a secret for our very own just use cousin Ernie Earphone and nobody, but nobody but you will hear that wonderful music.



Oh, I'm not telling you to be selfish but sometimes you want to feel that you are not disturbing Mother or Daddy when they are busy doing their work.

You still don't understand me do you? Oh, I know it's not easy but if you read on and see what I'm made of and how my family works together you'll see, you'll see.

Since I too am a little fellow like you are, we understand each other. Don't we?



How I was born is a wonderful story. I was born because some wonderful people gave many years of their lives to study and research. The story starts many years ago, quite some time before you were born. It was then that the SONY engineers—who know all about radio and how to make it work—decided that it would be so nice to have a radio you could put in your pocket. Then you could listen to it wherever you go. After I was born they loved me because I did everything they expected me to do. I love them too because I know I was needed.

Soooooo, I'll tell you the story of my aunts, uncles, brothers, sisters, Mother and Daddy. This is my life—Randy Radio.

Hello—I'm Charley Cabinet. I'm the first one you see when you meet "Randy Radio." I'm the "house that Randy lives in with his family. I protect the whole family from sort of "falling apart" so I'm mighty proud of myself and "I'm pretty too."

My color is black but I have cousins who are white, green, red, blue, brown or what flavor do you like (ha-ha-ha-ha—I made a funny).





I'm made of plastic. I'm strong, s-m-o-o-t-h, and easy to keep clean.

I have a few openings so my friends can peek out. See the numbers of Denny Dial who shows you where the stations are. See the grill where Larry Loud-speaker makes music. (BIG MOUTH – He thinks he's such an important guy)

I come apart when you want to change Benny Battery. As I said Benny lasts a long time but when he gets tired you replace him with a new battery and let him sleep peacefully.



Before you meet the rest of the family just let me say please treat me with T.L.C. (Tender Loving Care) and I'll be faithful forever.

I now want you to meet the family. To do this we must open Charley Cabinet and we do this very carefully as we don't want to hurt Charley.

N-O-W—you see all my aunts, uncles, cousins, brothers and sisters. We are one G-R-E-A-T B-I-G H-A-P-P-Y F-A-M-I-L-Y.



When you have me undressed you can see Benny Battery and if you want ask your Daddy or Mommy to take out Benny so you can see Larry. For a little Guy, Larry sure has a big mouth. But Larry is sure a wonderful guy. He can whisper or he can shout. He'll do whatever you want and remember you're the boss. By turning Knobby Knob you can keep Knobby under control.

Take a look at Tony Tuner Knob (he has a middle name). He's a real important guy too. Tony is Knobby's brother and between the two they decide which station you want to listen to and how loud you want the music.



At the top you see Aunt Fanny Ferrite Bar. She is the antenna who brings in the music.

You also see Chet Circuit Board and we all cling to him because he's our backbone.

Please be good to me. Don't drop me and P-L-E-A-S-E don't try to take me apart. I'm one of the best friends you'll ever have. I'll love you if you'll love me.

Isn't it wonderful how we live and work together?

I'm a complicated Guy and when you get a little older you'll learn how I work.

For the time being, I'll try to make it easy.



The sound that comes out of the radio starts way back at the RADIO STATION. That's where the announcer speaks or the orchestra plays into a MICROPHONE. The microphone changes the sound of the man's voice or the orchestra's music into a tiny CURRENT of electricity. It's very much like the electricity that lights your lamp bulb. This electric current is just as strong or as weak as the sound that makes it. Loud noises mean strong currents of electricity. Soft noises mean weak currents of electricity.

Then this electricity—which you can't see, of course—is sent out into the air and carried by RADIO WAVES. Radio waves travel very fast, and before you can even think about it they reach the radio in your hand.

Here, Fannie Ferrite Bar ANTENNA, knows just what to do when she feels the radio waves. She sends them all down to Timmie Tuning Condenser. Timmie's job is to pick out just the right waves—the ones you want to listen to—out of all those being broadcast.



Next, it's Tom Transistor's turn. He and his brothers, make the sound much, much stronger. And when it is sent on to Trudy Transformer, she is able to make this sound move Larry Loudspeaker's mouth.

Of course, when Larry makes sounds, he has to make exactly the same sounds which started out at the studio.





Isn't it wonderful how we live and work together. We very seldom fight because if we have trouble with one member of the family I can't work. Each one of us have our own job to do and together we are wonderful. You say I'm conceited. I have a right to be. I'm handsome, and for my size and weight I'm the most wonderful thing that ever happened.

Please be good to me. Don't drop me and P-L-E-A-S-E don't try to take me apart. I'm one of the best friends you'll ever have. I'll love you if you'll love me.

SONY Pocketable Radios



Here are other wonderful transistor radios that you might want your mother or dad to look at. They're the finest you can find, you can be sure, because they're made by SONY.

(A) TR-630—6-transistor radio with tone control for music and news. Colors are black or cream, and it comes complete with battery, earphone, carrying case. Packed in a gift box, it costs \$19.95.

(B) TR-620—6-transistor set with specially designed speaker for the finest sound you've ever heard from such a small set. Colors are black, cream, red or blue, and it comes in a wonderful gift box. Complete with battery, earphone, carrying case, it costs \$22.95.

(C) TR-817—8-transistor portable radio with tone control and a handy "on-off" button. A tuning meter allows you to tune in the stations exactly. It comes in dark gray only, complete with battery, earphone, carrying case and extra antenna. It costs \$39.95.

(D) TR-730—7-transistor radio so small you operate it with one finger. It comes in black or bone white and gold, in a handsome gift box, complete with battery, earphone and carrying case. Price is \$29.95.

(E) TRW-621—6-transistor radio with a fine watch built-in to turn the set on and off automatically. Perfect as an alarm clock, to make sure you get up in the morning. In black, gray or beige, complete with battery, earphone and carrying case. Price is \$49.95.

Also see the SONY TR-725—7-transistor radio with 2 bands. You can listen to either the whole wide world or the standard broadcast bands. It comes in gray or ivory, complete with battery, earphone and carrying case. Price is \$39.95.



Models and prices subject to change without notice.

Wouldn't it be fun to have a TV of your own? A set you could pick up and carry to your room when you go to bed, or take outside with you when you picnic in the back yard? Or even watch in the back of the car when you go on long trips and have nothing else to do? Well, there is such a set—the only one like it in the whole, wide world. It's called SONY Micro-TV, because Micro means very, very small. And it is very small. It's just a tiny bit bigger than the telephone on the table, and it weighs only 8 pounds. This means you can carry it easier, almost, than your school books. And Micro-TV is a rather special kind of TV, too, because it is run by transistors, instead of tubes. And you know now that transistors are so tiny, and last so long, that they're even used in our rockets into space! You also know, that ordinary TV must be plugged in to operate. But with Micro-TV, you can plug it in, or you can use it outdoors with its own rechargeable battery, or you can even use it in an auto or boat, attached to the auto or boat battery. And with Micro-TV, you can sit right up close to the set, and never even have to get up to change channels, or turn down the sound. A-N-D you can listen to it without anyone being disturbed because it has—a private earphone so that it makes the set really personal. Go see the SONY Micro-TV at a SONY dealer in your neighborhood. Micro-TV list \$229.95.

SONY Micro-TV

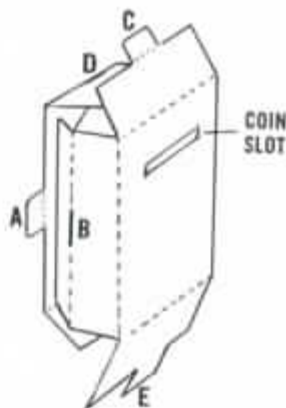


This is Your SONY Radio Bank

This is your very own SONY Radio Bank. It probably looks very strange to you now, spread out like that. But when you fold it up properly by following the instructions, it will look just like a real SONY radio. Remember—you must be very careful in following the instructions. If you are not sure of something, please ask Mother or Dad, or older Brother or Sister, to help you. First, you must punch out the radio bank, and then fold it step by step. Notice how it is mostly cut out all the way 'round? Well, v-e-r-y, v-e-r-y carefully push it out completely, making sure you don't tear it. Then you will be able to fold it very easily—following each step as it is given—until you have a radio that looks just like a real SONY radio. In the back you will find a slot (know what it's for?). You can save your pennies until you have enough to buy your *very own* SONY radio—a *real one* that you can carry with you wherever you go, and hear your favorite programs no matter where you may be. Isn't that *wonderful*?

HOW TO ASSEMBLE YOUR SONY RADIO BANK

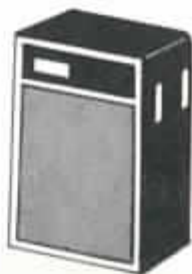
1. First, bend the flaps of your radio along all of the folding lines. Make sure you fold toward the inside, with the radio cover on the outside.

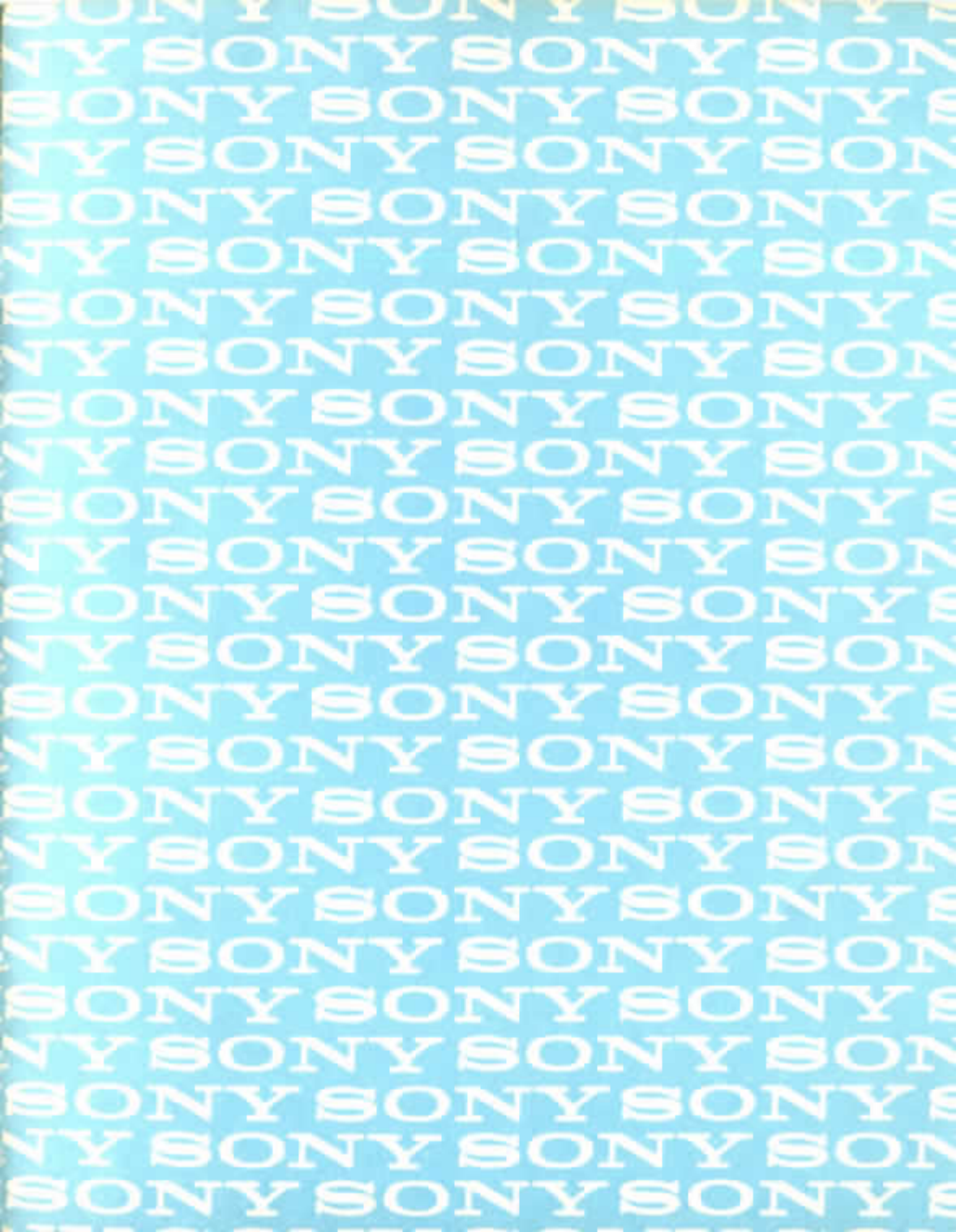


2. Then push the tab marked "A" through the slot marked "B", but make sure the white flap at "B" goes *underneath* tab "A".

3. Then fold down the two white tabs on the top of the radio first and then slide tab "C" into slot "D", again making sure that the flap at "D" is underneath.

4. Do the same thing at the bottom end, first folding down the white tabs, then sliding tab "E" into slot "F", and push out coin slot. Your radio-bank is ready for you to use.





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Research makes the Difference