

Melodic Embrace

*With the world at its toes,
Running at the speed of light,
Do we stop for a moment?
A moment of the bygone years,
The memories,
A dash of nostalgia,
When love and togetherness prevailed!
A song speaks a thousand words,
Words that are unspoken,
Words that touch the core
Do we stop to feel those words?
Amidst the rat race, how glorious it would be.
If one could wash away the stains of the cruel world
And just be in the moment and live in it!*

This vintage radio comes back to the time when India's new youth culture exploded in the Hindi films and their songs in the 1960s. This was the time when Shammi Kapoor yelled the famous song 'Yahoo!' and gyrated exuberantly, while composers added Indian flavours to the twist and rock and roll. Just imagine the time from which this treasure has travelled to the current century. A nostalgia in play indeed!

This radio was manufactured by the National EKCO Radio and Engineering Co. Ltd. The company was incorporated in 1949, as a joint venture between E.K. Cole Ltd. Of England and NELCO, which was an undertaking of the Tata Group. The products were marketed under the National EKCO brand at first but later switched to NELCO's branding.

The fascinating part of this radio is the tweed fabric panel. A term of Scottish origin 'Tweed' is known to encompass many variations and is a woven, woolen cloth used for making heavyweight clothing like suit jackets. The story of this interesting piece of fabric name comes from a scrivener's error that wound up conflating "tweel" with the Tweed River in Scotland, and since then, the term "tweed" stuck with people.

Harkening back to what was hunting camo for 19th-century British royalty, tweed fabric is what Victorian sportsmen wore while hunting on their Scotland estates. Like any look with staying power, tweed has a long-storied history. Some of this history helps explain the terminology, brands, and styles we see today.

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Here at Absynthe, we rescue these old treasures and work towards giving these precious possessions a second chance. These radios are found in various corners of the country, brought here with utmost care, restored, and upgraded with modern digital technology. It is imperative that these relics still hold the original aura yet have a more contemporary functioning.
