


RADIO, A COMMODITY

After the Second World War, radio became a consumer good. The simplification of electronic circuits as well as the diversification of materials used for cabinets (Bakelite, Catalin, Plaskon, urea or even beetle) allowed mass production at low cost. Beetles made it possible to offer bright colors. There was something for all tastes and in all colors. Even cartoon characters were depicted on some children's devices.

The radio became so small that it could be moved everywhere. Radios end up in cars and accompanied listeners to the beach. At home, it occupied all rooms: the living room, the kitchen, and the garage. Some radios even have a built-in alarm clock for the bedroom!

March 1950, April 1, 1950

New and Exciting



Panda
The BIGGEST LITTLE RADIO IN THE WORLD
The most powerful little radio in the world...
Northern Electric


Baby Champ
THE BIGGEST LITTLE RADIO IN THE WORLD
The most powerful little radio in the world...
Northern Electric

MIDGE
The smallest radio in the world...
Northern Electric

YOUR NORTHERN ELECTRIC DEALER IS A GOOD MAN TO KNOW

Northern Electric

OFFICIAL
Hopalong Cassidy
RADIO by
Arwin



This whole story should be spelled with a five-letter 'I'! The "kid market" is wide! Hopalong Cassidy is the greatest western hero who anybody can remember! The Arwin five-tube chassis for this official Hopalong Cassidy radio has the public acceptance and dependability of nearly 4,000,000 sets behind it! It's fully guaranteed by the manufacturer! It has a positively kid-proof, wash-proof, shatter-proof cabinet! And it's the "music" you, music-lover, have-been-to, compare 'n' compare! home-life someone package you ever laid eyes on!

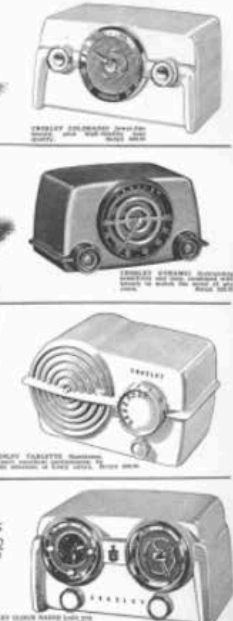
Further, if you don't tattle up 'n' ride in this swanlap, you shall possess one of the biggest "big die" chuck-wagon ever dickered up!

Manufactured and Merchandised by ARVIN INDUSTRIES, INC., Columbus, Indiana

IRRESISTIBLE EYE-APPEAL

Vivid color, surpassing beauty in these

CROSLY RADIOS



The sparkling good looks, plus superior performance, in other words, why is Cassidy so much more colorful and distinguished than any other radio... because it's guaranteed by the manufacturer! It's the "music" you, music-lover, have-been-to, compare 'n' compare! home-life someone package you ever laid eyes on!

Further, if you don't tattle up 'n' ride in this swanlap, you shall possess one of the biggest "big die" chuck-wagon ever dickered up!

CROSLY RADIOS
for every use!

Manufactured in Canada by
Crosley Radio and Television, Ltd., Toronto, Ontario, Canada
The only factory in the world that makes radios, car radios, and television sets.
Crosley Radio and Television, Ltd., Toronto, Ontario, Canada
Crosley Radio and Television, Ltd., Toronto, Ontario, Canada
Crosley Radio and Television, Ltd., Toronto, Ontario, Canada

CROSLY RADIO AND TELEVISION, LTD., Toronto 9, Ont.

Radio Appliance TRADE DEALER—February, 1952

Advertisements for 1950s radios

Radio competes with television

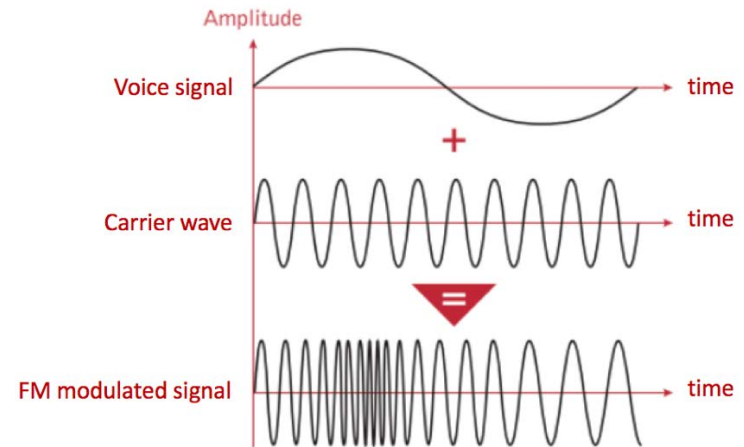
After World War II, sound is no longer the only signal waves carry. The "radio with images" called television was born. Although invented in 1926, it would be released later, and its appearance would partly steal the limelight from the radio.

THE ARRIVAL OF FM

After the Second World War, to allow better audio quality, a new way of modulating sound was introduced: frequency modulation, known as FM radio.

The principle remained the same as for AM radio: a voice wave is added to a carrier wave. But unlike AM modulation, it is not the amplitude of the carrier wave that changes, but its frequency.

This type of modulation limits interference and is much more stable. In addition, the usable frequency band, called bandwidth, is larger than in AM. All of these advantages mean that FM modulation offers audio quality far superior to AM modulation and delights all music lovers.





Advertisement for multi-purpose radios from the 1950s

The arrival of FM in homes: an additional cost for greater listening comfort!

Radios designed to receive AM signals were out of date, as they could not receive FM signals. To enjoy the beautiful audio quality that FM brings, you needed to adjust:

- either by changing the radio completely;
- or by using an FM receiver which plugged into the phono socket of existing AM radios.

This latter method was the least expensive since it allowed to keep the AM radio while having access to FM stations.

The FM radio market flourished! New, high-performance models emerged that allowed listening to different frequency bands (from 530 kHz to 108 MHz). These models moved easily, although they were heavier than their AM counterparts.

Despite this craze for FM, AM remained widely used, especially in Canada. Indeed, the latter has a range of more than 1000 km while FM is limited to a hundred kilometers. The AM can thus be listened to during large trips within the country.