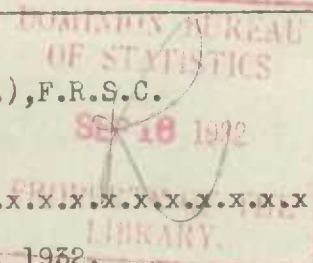


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Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS - CANADA  
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THE RADIO INDUSTRY IN CANADA - APRIL, MAY AND JUNE, 1932.

Sales of radio receiving sets in Canada during the second quarter of 1932 totalled 11,210 machines valued at \$575,802 f.o.b. factory while in the corresponding period of a year ago sales amounted to 28,092 machines worth \$2,217,840. When compared with data for April, May and June 1931 the figures for the period under review show that the average factory price of a receiving set dropped 35 per cent to \$51 from \$79 but the lower price per unit failed to maintain the volume of sales which was off 60 per cent in number to 11,210 from 28,092. Compared by provinces sales in the Maritimes dropped to 602 from 2,000, in Quebec to 2,953 from 7,907, in Ontario to 4,498 from 12,355, in the Prairie Provinces to 2,317 from 3,734 and in British Columbia to 840 from 2,096. Of the total sales during April, May and June of this year 91 per cent were A.C. operated receiving sets, exclusive of combinations. A.C. combination phonograph and radio accounted for 5 per cent and the balance of 4 per cent was battery operated sets including those intended for use in motor cars, motor boats, etc. Of the A.C. receiving sets the machines with a list price of less than \$65 made up 19 per cent of the total sales, sets listed from \$65 to less than \$100 amounted to nearly 34 per cent, sets from \$100 to less than \$175 accounted for 30 per cent while the remaining 8 per cent were machines listed at \$175 and over.

Sales by provinces for the six months ending June 30, 1932, as compared with those for the first half of last year show that the Maritime Provinces, Quebec and Ontario took a smaller percentage of the total while sales in the Prairie Provinces and British Columbia were proportionately higher. In the Maritime Provinces the percentage dropped to 6.0 from 6.1, in Quebec to 25.7 from 28.4 and in Ontario to 44.3 from 47.1. In the Prairie Provinces the percentage rose to 16.2 from 11.1 and in British Columbia to 7.8 from 7.3.

-2-

List of Firms reporting for the three months ending June 30, 1932.

<u>Name</u>	<u>Address</u>
Canadian General Electric Co. Ltd.	King and Simcoe Sts., Toronto, 2, Ont.
Canadian Marconi Co. Ltd.	211 St. Sacrament St., Montreal, P.Q.
Canadian Westinghouse Co. Ltd.	Hamilton, Ontario.
Columbia Phonograph Co. Ltd.	22 Front St. W., Toronto, Ont.
Consolidated Industries Ltd.	245 Carlaw Avenue, Toronto, 8, Ontario.
Fada Radio Ltd.	821 Queen St. E., Toronto, 8, Ont.
Grimes Radio Corp. Ltd.	102 Breithaupt St., Kitchener, Ont.
Kolster Radio Ltd.	207 Queen's Quay, Toronto, Ont.
Mohawk Radio Ltd.	436 Wellington St. W., Toronto, 2, Ont.
Northern Electric Co. Ltd.	637 Craig St. W., Montreal, P.Q.
Philco Products Ltd. of Canada	1244 Dufferin St., Toronto, Ont.
Rogers Majestic Corp. Ltd.	622 Fleet St., Toronto, Ont.
Sonora Corp. of Canada, Ltd.	179 King St. W., Toronto, Ont.
Sparton of Canada, Ltd.	Elm and Pine Sts., London, Ont.
Stromberg-Carlson Tel. Mfg. Co. of Canada, Ltd.	211 Geary Ave., Toronto, 4, Ont.
Victor Talking Machine Co. of Canada, Ltd.	925 Lenoir St., Montreal, P.Q.

Table 1 - RADIO SALES IN CANADA, SECOND QUARTERS 1931 AND 1932, FIRST HALF-YEAR 1931 AND 1932.

	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario
<u>SECOND QUARTER, 1931 -</u>					
Number of sets .....	122	1,278	600	7,907	12,355
Per cent of total ...	.4	4.5	2.1	28.2	44.0
Value of sets .....\$	9,134	92,232	50,231	631,510	966,179
<u>SECOND QUARTER, 1932 -</u>					
Number of sets .....	19	479	104	2,953	4,498
Per cent of total ...	.2	4.3	.9	26.3	40.1
Value of sets .....\$	1,081	26,314	5,164	151,368	241,226
<u>FIRST HALF-YEAR 1931 -</u>					
Number of sets .....	255	3,055	1,301	21,531	35,627
Per cent of total ...	.4	4.0	1.7	28.4	47.1
Value of sets .....\$	19,199	232,508	113,051	1,884,180	2,920,474
<u>FIRST HALF-YEAR 1932 -</u>					
Number of sets .....	216	1,978	999	13,773	23,750
Per cent of total ...	.4	3.7	1.9	25.7	44.3
Value of sets .....\$	11,259	100,976	55,415	700,455	1,216,461
	Manitoba	Saskat- chewan	Alberta	British Columbia	CANADA
<u>SECOND QUARTER, 1931</u>					
Number of sets .....	1,491	1,038	1,205	2,096	28,092
Per cent of total ...	5.3	3.7	4.3	7.5	100.0
Value of sets .....\$	137,927	75,073	101,871	153,683	2,217,840
<u>SECOND QUARTER, 1932 -</u>					
Number of sets .....	1,463	325	529	840	11,210
Per cent of total ...	13.1	2.9	4.7	7.5	100.0
Value of sets .....\$	59,730	17,440	29,163	44,316	575,802
<u>FIRST HALF-YEAR 1931 -</u>					
Number of sets .....	4,072	1,836	2,514	5,554	75,745
Per cent of total ...	5.4	2.4	3.3	7.3	100.0
Value of sets .....\$	406,291	148,768	233,039	428,045	6,385,555
<u>FIRST HALF-YEAR 1932 -</u>					
Number of sets .....	4,546	1,803	2,352	4,197	53,614
Per cent of total ...	8.5	3.3	4.4	7.8	100.0
Value of sets .....\$	216,156	94,090	125,427	211,186	2,731,425



Table 2 - PRODUCTION AND SALES OF RADIOS IN CANADA, BY CLASSES, SECOND QUARTERS OF 1931 AND 1932, WITH INVENTORIES ON JUNE 30, 1931 AND 1932.

According to list prices, with tubes	April, May and June, 1931			April May and June, 1932		
	Production	Sales	Inventory June 30, 1931	Production	Sales	Inventory June 30, 1932
	No.	No.	No.	No.	No.	No.
<u>A. C. Receiving sets only -</u>						
Below \$65.00 .....	12	634	477	2,005	2,129	3,122
\$65.00 to \$99.99 .....	21,679	19,943	7,363	1,919	3,784	8,390
\$100.00 to \$135.99 .....	16,540	16,343	4,444	115	1,662	8,588
\$136.00 to \$175.99 .....	10,712	11,622	4,246	826	1,712	6,934
\$176.00 to \$199.99 .....	9,139	10,525	4,398	304	246	802
\$200 to \$255.00 .....	4,028	6,881	3,023	66	622	429
Above \$255.00 .....	967	2,447	1,661	12	(3)	132
Total A.C. sets .....	63,077	68,395	25,612	5,247	10,152	28,397
Total selling value at works .....	4,550,263	5,410,914	-	294,640	502,059	-
<u>A.C. Combined Phonograph and Radio -</u>						
Below \$159.99 .....	1,166	1,206	-	21	17	28
\$160.00 to \$199.99 .....	1,411	747	778	825	416	2,265
\$200.00 to \$255.99 .....	129	159	9	2	125	48
Above \$255.99 .....	2,889	3,302	2,822	1	17	60
Total Combination sets .....	5,595	5,414	3,609	849	575	2,401
Total selling value at works .....	796,417	861,001	-	76,029	46,636	-
<u>Battery Operated Receiving sets -</u>						
Table models .....	149	156	117	40	(5)	80
Console models .....	1,153	1,307	2,859	233	365	631
Total Battery sets .....	1,302	1,463	2,976	273	360	711
Total selling value at works .....	80,257	94,288	-	16,790	17,184	-
<u>Miscellaneous sets, including motor car, motor boat, etc.</u>						
Total .....	564	473	91	24	123	107
Total selling value at works .....	23,389	19,352	-	1,264	9,923	-
TOTAL RECEIVING SETS .....	70,538	75,745	32,288	6,393	11,210	31,616
TOTAL SELLING VALUE AT WORKS .....	5,450,326	6,385,555	-	388,723	575,802	-

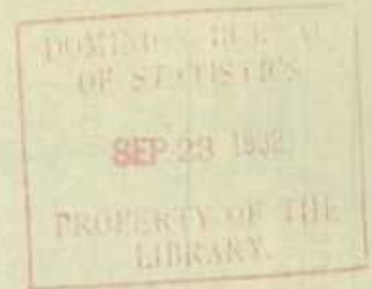
( ) The sets returned were greater than the sets sold by the amount in the bracket.

CORRECTED FIGURES (SEE OVER)

Table 2 - PRODUCTION AND SALES OF RADIOS IN CANADA, BY CLASSES, SECOND QUARTERS OF 1931 and 1932, WITH INVENTORY ON JUNE 30, 1931 and 1932.

According to list prices, with tubes	APRIL, MAY AND JUNE, 1931			APRIL, MAY AND JUNE, 1932		
	Production	Sales	Inventory	Production	Sales	Inventory,
			June 30, 1931.			June 30, 1932
	No.	No.	No.	No.	No.	No.
<u>A. C. Receiving sets only -</u>						
Below \$65.00 .....	1	160	477	2,005	2,129	3,122
\$65.00 to \$99.99 .....	13,712	10,537	7,363	1,919	3,784	8,390
\$100.00 to \$135.99 .....	3,151	4,375	4,444	115	1,662	8,588
\$136.00 to \$175.99 .....	6,533	4,849	4,246	826	1,712	6,934
\$176.00 to \$199.99 .....	4,835	3,423	4,398	304	246	802
\$200 to \$255.00 .....	1,155	1,386	3,023	66	622	429
Above \$255.00 .....	251	883	1,661	12	(3)	132
Total A.C. sets .....	29,638	25,613	25,612	5,247	10,152	28,397
Total selling value at works ....\$	2,127,185	1,890,266	...	294,640	502,059	...
<u>A.C. Combined Phonograph and Radio -</u>						
Below \$159.99 .....	1	21	...	21	17	28
\$160.00 to \$199.99 .....	1,061	546	778	825	416	2,265
\$200.00 to \$255.99 .....	114	29	9	2	125	48
Above \$255.99 .....	769	920	2,822	1	17	60
Total Combination sets .....	1,945	1,516	3,609	849	575	2,401
Total selling value at works ....\$	208,832	269,040	...	76,029	46,636	...
<u>Battery Operated Receiving sets -</u>						
Table models .....	113	63	117	40	(5)	80
Console models .....	1,035	768	2,859	233	365	631
Total Battery sets .....	1,148	831	2,976	273	360	711
Total selling value at works ....\$	67,641	52,095	...	16,790	17,184	...
<u>Miscellaneous sets, including motor car, motor boat, etc.</u>						
Total .....	188	132	91	24	123	107
Total selling value at works ....\$	9,150	6,439	...	1,264	9,923	...
TOTAL RECEIVING SETS .....	32,919	28,092	32,288	6,393	11,210	31,616
TOTAL SELLING VALUE AT WORKS ....\$	2,412,808	2,217,840	...	388,723	575,802	...

( ) The sets returned were greater than the sets sold by the amount in the bracket.



C O R R E C T I O N

THE RADIO INDUSTRY IN CANADA - APRIL, MAY AND JUNE, 1932.

In table 2, on page 4 of the above report, the production and sales figures given for April, May and June, 1931, represent totals for the first six months of that year instead of for the second quarter only. Therefore, substitute the data on the reverse side of this sheet for those given on page 4 of the above report.

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Table 3 - ANALYSIS OF RADIO SALES IN CANADA, BY PROVINCES, APRIL, MAY AND JUNE, 1932.

According to list prices, with tubes	Prince Edward Island	Nova Scotia	New Brun- swick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	CANADA
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
<u>A.C. Receiving sets only -</u>										
Below \$65.00 .....	7	108	14	943	512	188	76	166	115	2,129
\$65.00 to \$99.99 .....	2	180	20	744	1,836	430	111	117	344	3,784
\$100.00 to \$135.99 .....	6	40	9	355	848	227	32	38	107	1,662
\$136.00 to \$175.99 .....	1	72	14	413	659	358	41	52	102	1,712
\$176.00 to \$199.99 .....	-	8	4	70	111	16	6	12	19	246
\$200.00 to \$255.00 .....	1	24	5	138	277	24	10	47	96	622
Above \$255.00 .....	-	-	1	3	(6)	-	(1)	-	-	(3)
Total A.C. Sets .....	17	432	67	2,666	4,237	1,243	275	432	783	10,152
Total selling value at works .....	974	22,599	3,823	128,447	222,735	49,177	13,162	21,046	40,096	502,059
<u>A.C. Combined Phonograph and Radio-</u>										
Below \$159.99 .....	-	-	-	3	-	-	14	-	-	17
\$160.00 to \$199.99 .....	-	16	7	162	92	26	19	62	32	416
\$200.00 to \$255.99 .....	-	4	1	26	26	35	4	22	7	125
Above \$255.99 .....	-	-	-	7	4	1	-	2	3	17
Total Combination sets .....	-	20	8	198	122	62	37	86	42	575
Total selling value at works .....	-	1,720	611	16,323	10,244	4,006	2,941	7,421	3,370	46,636
<u>Battery Operated Receiving Sets-</u>										
Table models .....	-	2	-	-	4	-	(12)	1	-	(5)
Console models .....	2	23	29	31	84	155	16	10	15	365
Total Battery sets .....	2	25	29	31	88	155	4	11	15	360
Total selling value at works .....	107	1,859	730	1,928	4,071	6,326	617	696	850	17,184
<u>Miscellaneous sets, including motor car, motor boat, etc.-</u>										
Total .....	-	2	-	58	51	3	9	-	-	123
Total selling value at works .....	-	136	-	4,670	4,176	221	720	-	-	9,923
TOTAL RECEIVING SETS ....	19	479	104	2,953	4,498	1,463	325	529	840	11,210
TOTAL SELLING VALUE AT WORKS .....	1,081	26,314	5,164	151,368	241,226	59,730	17,440	29,163	44,316	575,802

( ) The sets returned were greater than the sets sold by the amount in the bracket.

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