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THE RADIO INDUSTRY IN CANADA - JULY, AUGUST AND SEPTEMBER, 1932.

Sales of radio receiving sets in Canada during the third quarter of 1932 totalled 34,300 machines with a factory selling price of \$1,673,905 while in the corresponding period of a year ago sales amounted to 76,908 receivers worth \$4,641,237. When compared with the figures for July, August and September, 1931, the figures for the period under review show that sales in the Maritime Provinces dropped to 1,340 from 4,786, in Quebec to 6,166 from 22,648, in Ontario to 12,164 from 30,342, in the Prairie Provinces to 10,177 from 11,632, and in British Columbia to 3,853 from 7,500.

During July, August and September of this year 90 per cent of the total sales were A.C. operated receiving sets, excluding combinations. Battery operated sets, including those intended for use in motor cars and motor boats, accounted for 8 per cent while the balance of 2 per cent were A.C. receivers combined with phonographs. Of the A.C. receiving sets (excluding combinations) the machines with a list price of less than \$65 did not take care of 15 per cent of the total sales, sets listed from \$65 to less than \$100 proved to be most popular and accounted for nearly 46 per cent. Sets from \$100 to less than \$200 made up 38 per cent while the balance or a little over 1 per cent were machines listed at \$200 and over.

Sales by provinces for the nine months ending September 30, 1932, as compared with those for the first three quarters 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 5.8 from 6.2, in Quebec to 22.7 from 28.9 and in Ontario to 40.8 from 43.2. In the Prairie Provinces the percentage rose to 21.5 from 13.1 and in British Columbia to 9.2 from 8.6.

List of firms reporting for the three months ending September 30, 1932:-

| <u>Name</u> | <u>Address</u> |
|---|---|
| Canadian General Electric Co. Ltd. | 212 King St. W., Toronto, 2, Ont. |
| Canadian Marconi Co. Ltd. | 211 St. Sacrament St., Montreal, P.Q. |
| Canadian Westinghouse Co. Ltd. | Sanford Ave., Hamilton, Ont. |
| Columbia Phonograph Co. Ltd. | 22 Front St. W., Toronto, Ont. |
| Consolidated Industries Ltd. | 245 Carlaw Ave., Toronto 8, Ont. |
| Fada Radio Ltd. | 821 Queen St. E., Toronto 8, Ont. |
| Grimes Radio Corp. Ltd. | 102 Breithaupt St., Kitchener, Ont. |
| Mohawk Radio Ltd. | 436 Wellington St. W., Toronto, 2, Ont. |
| Northern Electric Co. Ltd. | 1620 Notre Dame St. W., Montreal, P.Q. |
| Philco Products Ltd. of Canada | 1244 Dufferin St., Toronto, Ont. |
| Rogers Majestic Corp. Ltd. | 622 Fleet St., Toronto, Ont. |
| Somora Corp. of Canada, Ltd. | 179 King St. W., Toronto, Ont. |
| Sparton of Canada, Ltd. | 268 St. James St., London, Ont. |
| Stewart-Warner Alomite Corp. of Canada, Ltd. | Belleville, Ont. |
| Stromberg-Carlson Tel. Mfg. Co. of Canada, Ltd. | 211 Geary Ave., Toronto 4, Ont. |
| Victor Talking Machine Co. of Canada, Ltd. | 925 Lemir St., Montreal, P.Q. |

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Table 1 - RADIO SALES IN CANADA, FIRST HALF YEAR 1932, THIRD QUARTER 1932, CORRESPONDING TOTAL FOR THE FIRST THREE QUARTERS OF 1931 and 1932.

| | Prince Edward Island | Nova Scotia | New Brunswick | Quebec | Ontario |
|--|----------------------------|-------------------|------------------|---------------------|------------|
| <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 |
| <u>JULY, AUGUST, SEPTEMBER, 1932 -</u> | | | | | |
| Number of sets | 131 | 1,191 | 618 | 6,166 | 12,164 |
| Per cent of total ... | .4 | 3.5 | 1.8 | 18.0 | 35.5 |
| Value of sets \$ | 6,471 | 62,543 | 25,580 | 312,939 | 568,259 |
| <u>THREE QUARTERS 1932 -</u> | | | | | |
| Number of sets | 347 | 3,169 | 1,617 | 19,939 | 35,914 |
| Per cent of total ... | .4 | 3.6 | 1.8 | 22.7 | 40.8 |
| Value of sets \$ | 17,730 | 163,519 | 80,995 | 1,013,394 | 1,784,720 |
| <u>THREE QUARTERS, 1931 -</u> | | | | | |
| Number of sets | 606 | 5,909 | 2,882 | 44,179 | 65,969 |
| Per cent of total ... | .4 | 3.9 | 1.9 | 28.9 | 43.2 |
| Value of sets \$ | 40,316 | 388,893 | 208,670 | 3,198,951 | 4,854,104 |
| | Manitoba | Saskat- chewan | Alberta | British Columbia | CANADA |
| <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 |
| <u>JULY, AUGUST, SEPTEMBER, 1932 -</u> | | | | | |
| Number of sets | 4,458 | 3,097 | 2,622 | 3,853 | 34,300 |
| Per cent of total ... | 13.0 | 9.0 | 7.6 | 11.2 | 100.0 |
| Value of sets \$ | 218,422 | 157,056 | 127,957 | 194,678 | 1,673,905 |
| <u>THREE QUARTERS, 1932 -</u> | | | | | |
| Number of sets | 9,004 | 4,900 | 4,974 | 8,050 | 87,914 |
| Per cent of total ... | 10.2 | 5.6 | 5.7 | 9.2 | 100.0 |
| Value of sets \$ | 434,578 | 251,146 | 253,384 | 405,864 | 4,405,330 |
| <u>THREE QUARTERS, 1931 -</u> | | | | | |
| Number of sets | 9,991 | 3,455 | 6,608 | 13,054 | 152,653 |
| Per cent of total ... | 6.5 | 2.3 | 4.3 | 8.6 | 100.0 |
| Value of sets \$ | 776,769 | 243,870 | 476,146 | 839,073 | 11,026,792 |

Table 2 - ANALYSIS OF RADIO SALES IN CANADA, BY PROVINCES, JULY, AUGUST AND SEPTEMBER, 1932.

| According to list prices, with tubes | Prince Edward Island | Nova Scotia | New Brun- swick | Quebec | Ontario | Mani- toba | 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 | 9 | 166 | 68 | 827 | 1,825 | 845 | 291 | 60 | 425 | 4,516 |
| \$65.00 to \$99.99 | 45 | 557 | 267 | 2,746 | 5,354 | 1,793 | 1,038 | 829 | 1,420 | 14,049 |
| \$100.00 to \$135.99 | 33 | 147 | 152 | 1,108 | 2,386 | 426 | 525 | 508 | 683 | 5,968 |
| \$136.00 to \$175.99 | 23 | 138 | 77 | 739 | 1,385 | 498 | 586 | 413 | 649 | 4,508 |
| \$176.00 to \$199.99 | 4 | 37 | 13 | 300 | 511 | 99 | 114 | 44 | 203 | 1,325 |
| \$200.00 to \$255.00 | 1 | 3 | 12 | 77 | 164 | 26 | 27 | ... | 35 | 345 |
| Above \$255.00 | ... | ... | ... | 3 | 13 | ... | ... | ... | 6 | 22 |
| Total A.C. sets | 115 | 1,048 | 589 | 5,800 | 11,638 | 3,687 | 2,581 | 1,854 | 3,421 | 30,733 |
| Total selling value at works | \$ 5,693 | 54,086 | 24,097 | 293,368 | 540,090 | 180,262 | 129,889 | 90,907 | 175,475 | 1,493,867 |
| <u>A.C. Combined Phonograph and Radio -</u> | | | | | | | | | | |
| Below \$159.99 | ... | 3 | ... | 54 | 52 | 37 | 24 | 28 | 29 | 227 |
| \$160.00 to \$199.99 | 1 | 35 | 4 | 54 | 33 | 184 | 11 | 46 | 7 | 375 |
| \$200.00 to \$255.99 | 1 | 3 | ... | 3 | 17 | 1 | 1 | ... | 8 | 34 |
| Above \$255.99 | ... | ... | ... | 1 | ... | ... | ... | ... | ... | 1 |
| Total Combination sets | 2 | 41 | 4 | 112 | 102 | 222 | 36 | 74 | 44 | 637 |
| Total selling value at works | \$ 161 | 2,960 | 266 | 7,884 | 7,725 | 13,298 | 2,544 | 4,532 | 3,266 | 42,636 |
| <u>Battery Operated Receiving Sets -</u> | | | | | | | | | | |
| Table models | 2 | 18 | 3 | 44 | 67 | 79 | 69 | 113 | 115 | 510 |
| Console models | 12 | 78 | 16 | 127 | 210 | 454 | 375 | 580 | 252 | 2,104 |
| Total Battery sets ... | 14 | 96 | 19 | 171 | 277 | 533 | 444 | 693 | 367 | 2,614 |
| Total selling value at works | \$ 617 | 5,266 | 862 | 8,440 | 13,829 | 24,142 | 22,956 | 32,467 | 13,970 | 122,549 |
| <u>Miscellaneous sets, including motor car, motor boat, etc.-</u> | | | | | | | | | | |
| Total | ... | 6 | 6 | 83 | 147 | 16 | 36 | 1 | 21 | 316 |
| Total selling value at works | \$... | 231 | 355 | 3,247 | 6,615 | 720 | 1,667 | 51 | 1,967 | 14,853 |
| TOTAL RECEIVING SETS | 131 | 1,191 | 618 | 6,166 | 12,164 | 4,458 | 3,097 | 2,622 | 3,853 | 34,300 |
| TOTAL SELLING VALUE AT WORKS | \$ 6,471 | 62,543 | 25,580 | 312,939 | 568,259 | 218,422 | 157,056 | 127,957 | 194,678 | 1,673,905 |

Table 3 - PRODUCTION AND SALES OF RADIOS IN CANADA, BY CLASSES, THIRD QUARTERS OF 1931 and 1932, WITH INVENTORIES
ON SEPTEMBER 30, 1932.

| According to list prices, with tubes | JULY, AUGUST, SEPTEMBER, 1931 | | | JULY, AUGUST, SEPTEMBER, 1932. | | |
|--|-------------------------------|-----------|--------------------------------|--------------------------------|-----------|--------------------------------|
| | Production | Sales | Inventory Sept. 30, 1931 | Production | Sales | Inventory Sept. 30, 1932 |
| | No. | No. | No. | No. | No. | No. |
| <u>A. C. Receiving sets only -</u> | | | | | | |
| Below \$65.00 | 7,271 | 5,698 | 3,841 | 2,096 | 4,516 | 3,435 |
| \$65.00 to \$99.99 | 37,657 | 32,322 | 12,423 | 11,867 | 14,049 | 11,826 |
| \$100.00 to \$135.99 | 15,626 | 14,967 | 6,706 | 7,040 | 5,968 | 5,978 |
| \$136.00 to \$175.99 | 11,672 | 9,193 | 5,565 | 3,889 | 4,508 | 4,708 |
| \$176.00 to \$199.99 | 2,509 | 4,082 | 2,219 | 2,192 | 1,325 | 1,261 |
| \$200 to \$255.00 | 1,827 | 3,569 | 898 | 551 | 345 | 532 |
| Above \$255.00 | 523 | 1,252 | 788 | 2 | 22 | 106 |
| Total A.C. sets | 77,085 | 71,083 | 32,440 | 27,637 | 30,733 | 27,846 |
| Total selling value at works \$ | 4,263,150 | 4,055,657 | ... | 1,466,299 | 1,493,867 | ... |
| <u>A. C. Combined Phonograph and Radio -</u> | | | | | | |
| Below \$159.99 | ... | 29 | 18 | ... | 227 | 1,514 |
| \$160.00 to \$199.99 | 2,226 | 2,186 | 824 | 91 | 375 | 221 |
| \$200.00 to \$255.99 | 57 | 91 | 3 | ... | 34 | 45 |
| Above \$255.99 | 325 | 1,817 | 905 | ... | 1 | 46 |
| Total Combination sets | 2,608 | 4,123 | 1,750 | 91 | 637 | 1,826 |
| Total selling value at works \$ | 239,612 | 489,890 | ... | 7,043 | 42,636 | ... |
| <u>Battery Operated Receiving Sets -</u> | | | | | | |
| Table models | 508 | 538 | 114 | 658 | 510 | 394 |
| Console models | 886 | 1,003 | 2,293 | 2,075 | 2,104 | 953 |
| Total Battery sets | 1,394 | 1,541 | 2,407 | 2,733 | 2,614 | 1,347 |
| Total selling value at works, \$ | 76,661 | 85,866 | ... | 151,401 | 122,549 | ... |
| <u>Miscellaneous sets, including motor car, motor boat, etc. -</u> | | | | | | |
| Total | 110 | 161 | 107 | 343 | 316 | 170 |
| Total selling value at works \$ | 4,840 | 9,824 | ... | 12,389 | 14,853 | ... |
| TOTAL RECEIVING SETS | 81,197 | 76,908 | 36,704 | 30,804 | 34,300 | 31,189 |
| TOTAL SELLING VALUE AT WORKS \$ | 4,584,263 | 4,641,237 | ... | 1,637,132 | 1,673,905 | ... |

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APPENDIX

Extracted from Bulletin XIX, Seventh Census of Canada, which is based on data collected as of June 1, 1931. This report may be obtained upon request.

RADIO SETS IN CANADA --

There were 770,436 radio sets in Canada in 1931, a little more than 74 per thousand of population. There were 46 per thousand in the rural districts and 99 in the urban. By provinces the numbers per thousand of population were: Ontario 106, British Columbia 95, Manitoba 65, Alberta 61, Saskatchewan 60, Quebec 52, Nova Scotia 50, New Brunswick 39, Prince Edward Island 35, Yukon 17.

Radios showed their greatest density in the more thickly settled areas, the number of radios per thousand of population being as follows: cities with 30,000 people or more, 108; cities with 5,000 to 30,000 people, 96; towns with 1,000 to 5,000 people, 83; villages with less than 1,000 inhabitants, 75; rural unincorporated villages, 66; and the rural population on farms, 36.

RADIOS ON THE FARM --

There were 728,623 farms in Canada in 1931, and of these 116,354 had radio sets, or 16 in every 100. British Columbia ranked highest with 23 in every 100 farms, Ontario 21, Saskatchewan 20, Manitoba 18, Alberta 18, Prince Edward Island 11, Nova Scotia 11, New Brunswick 8, Quebec 6.

RADIOS IN CITIES AND TOWNS

Forest Hill, Ont., has the largest number of radios of any town or city in Canada pro rata to population, 186 per thousand. Walkerville, Ont., has 173 per thousand of population, according to the 1931 census.

Cities with a population of 30,000 or over were led by London with 152, Toronto had 145, Hamilton 144, Windsor 133, Brantford 133, Victoria 130, Kitchener 122, Verdun 119, Vancouver 117, Ottawa 101, Calgary 94, Halifax 88, Winnipeg 87, Montreal 86, Regina 91, St. John 83, Saskatoon 83, Edmonton 71, Quebec 64.

Table 1 - RADIO SETS IN RURAL AND URBAN COMMUNITIES, TOGETHER WITH THE AVERAGE NUMBER PER 1,000 POPULATION, 1931.

| | Population | Number of radios | Number of radios per 1,000 population |
|---|----------------|------------------|---------------------------------------|
| CANADA | (x) 10,367,063 | 770,436 | 74.32 |
| Rural population | (x) 4,795,005 | 219,501 | 45.78 |
| On farms | 3,224,412 | 116,354 | 36.09 |
| Not on farms | 1,570,593 | 103,147 | 65.67 |
| Urban population | 5,572,058 | 550,935 | 98.7 |
| Localities 30,000 population and over | 3,024,855 | 325,814 | 107.71 |
| Localities 5,000 population to 30,000 | 1,305,304 | 124,992 | 95.76 |
| Localities 1,000 population to 5,000 | 830,742 | 69,187 | 83.28 |
| Localities under 1,000 population | 411,157 | 30,942 | 75.26 |

(x) Not including population of Northwest Territories.



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Table 2 - NUMBER OF RADIO SETS IN CANADA BY CLASS OF LOCALITY AND BY PROVINCES, 1931.

| Provinces | Rural population | | Urban Population | | | Under 1,000 | TOTAL |
|-------------------------|------------------|--------------------|-----------------------|-----------------------|----------------------|----------------|---------|
| | On farms | Not on farms | 30,000 and over | 5,000 to 30,000 | 1,000 to 5,000 | | |
| Prince Edward Island .. | 1,374 | 416 | ... | 814 | 293 | 188 | 3,080 |
| Nova Scotia | 4,530 | 4,489 | 5,188 | 7,568 | 3,273 | 656 | 25,704 |
| New Brunswick | 2,574 | 3,791 | 3,943 | 2,924 | 2,359 | 174 | 15,765 |
| Quebec | 7,494 | 7,791 | 87,743 | 25,042 | 15,947 | 6,452 | 150,469 |
| Ontario | 40,050 | 53,851 | 153,971 | 73,028 | 35,058 | 8,354 | 364,312 |
| Manitoba | 9,752 | 8,944 | 19,081 | 3,646 | 2,126 | 1,670 | 45,219 |
| Saskatchewan | 27,478 | 3,162 | 8,459 | 4,494 | 3,181 | 8,556 | 55,330 |
| Alberta | 17,094 | 4,424 | 13,499 | 2,064 | 3,261 | 4,021 | 44,363 |
| British Columbia | 6,008 | 16,235 | 33,930 | 5,412 | 3,689 | 850 | 66,124 |
| Yukon | ... | 44 | ... | ... | ... | 26 | 70 |
| CANADA | 116,354 | 103,147 | 325,814 | 124,992 | 69,187 | 30,942 | 770,436 |