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CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
CENSUS OF INDUSTRY
MINING, METALLURGICAL & CHEMICAL BRANCH

PRODUCTION AND SALES

OF

RADIO RECEIVING SETS

IN

CANADA

FIRST QUARTER, 1936.

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
CENSUS OF INDUSTRY
MINING, METALLURGICAL AND CHEMICAL BRANCH
OTTAWA - CANADA

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QUARTERLY REPORT

PRODUCTION AND SALES OF RADIO RECEIVING SETS

FIRST QUARTER - 1936.

Production of radio receiving sets in Canada during the first quarter of 1936 numbered 28,717 sets valued at \$1,315,346 at factory selling prices, an increase of 22 per cent in number and 27 per cent in value over the corresponding period of last year.

Sales by the producers during January, February and March of 1936 totalled 31,814 sets valued at \$2,920,944 at list prices, these figures being higher than in any previous first quarter since 1932. In 1935 the number sold during the first three months was 23,266 sets; in 1934, 25,420; in 1933, 21,814; in 1932, 42,404, and in 1931, 47,653 sets.

Sales in Ontario totalled 15,948 sets; in Quebec, 6,442; in Manitoba, 2,686; in British Columbia, 2,575; in Saskatchewan and Alberta, 2,167, and in the Maritimes, 1,996. Ontario took 50.1 per cent of the total, Quebec, 20.3 per cent, the western provinces, 23.3 per cent, and the Maritimes, 6.3 per cent. In each province the sales were considerably higher than in the corresponding period of last year.

Sales during the first quarter included 24,029 A.C. operated sets worth \$2,423,395 at list prices, 3,238 automobile sets at \$172,402 and 4,547 other battery sets at \$325,147. The A. C. sets included 12,976 consol models at \$1,692,551, 10,816 table and mantle models at \$661,761 and 237 combination phonograph and radio at \$69,083. The battery sets included 3,217 table and mantle models worth \$192,200 and 1,330 consol models at \$132,947.

Inventories of radio receivers in the hands of the manufacturers on March 31, 1936, were reported at 32,712 sets including 15,243 A.C. consols, 9,744 A.C. table and mantle, 351 combinations, 633 automobile sets, 33 portable sets, 3,307 battery-operated consols and 3,351 battery-operated table and mantle models.

Table 1 - PRODUCTION OF RADIO RECEIVING SETS IN CANADA, 1925 - 1936.

Years	Number of sets	Selling value at works(x) \$	Years	Number of sets	Selling value at works(x) \$
1925	48,531	2,278,292	1933	112,273	4,401,313
1926	42,430	2,253,098	1934	188,710	8,196,248
1927	47,500	3,748,622	1935	189,769	12,411,658
1928	81,032	7,486,127	1936 -		
1929	150,050	15,604,145	First quarter	28,717	1,315,346
1930	170,082	19,196,936			
1931	291,711	18,455,710			
1932	121,468	6,808,877			

(x) Not list prices.

Table 2 - PRODUCTION, BY QUARTERS, 1931 - 1936.

	1931	1932	1933	1934	1935	1936
	No.	No.	No.	No.	No.	No.
First quarter	41,129	42,430	9,480	32,531	23,573	28,717
Second quarter	33,782	6,393	12,765	25,453	24,711	
Third quarter	85,023	30,804	22,061	46,969	56,043	
Fourth quarter	131,777	41,841	67,967	83,757	85,442	
TOTAL FOR YEAR	291,711	121,468	112,273	188,710	189,769	

Table 3 - PRODUCERS' SALES IN CANADA, BY PROVINCES, 1930 - 1935.

Provinces	1930	1931	1932	1933	1934	1935
	No.	No.	No.	No.	No.	No.
Maritimes	13,640	17,298	8,740	8,720	12,566	12,903
Quebec	61,512	78,171	30,545	26,559	31,384	34,276
Ontario	104,155	126,404	52,412	53,622	66,834	78,698
Manitoba	11,689	19,340	12,875	12,542	16,251	18,583
Saskatchewan and Alberta ...	14,527	21,007	16,059	15,741	23,277	28,257
British Columbia	17,705	23,902	12,823	13,309	16,865	17,572
CANADA	223,228	286,122	133,454	130,493	167,177	190,289

Table 4 - PRODUCERS' SALES IN CANADA, BY TYPES, 1930 - 1935.

Types	1930	1931	1932	1933	1934	1935
	No.	No.	No.	No.	No.	No.
A. C. OPERATED RECEIVING SETS -						
Table and Mantle	186,494	265,364	120,317	38,085	57,534	55,373
Consols				44,719	70,526	79,284
Combination, phonograph and radio	26,470	13,738	4,907	8,597	1,114	431
TOTAL	212,964	279,102	125,224	91,401	129,174	135,088
BATTERY OPERATED (except Automobile and portable) -						
Table and mantle	1,477	1,353	1,353)	10,967	9,433	21,444
Consols	8,205	4,982	6,327)		15,865	17,214
TOTAL	9,682	6,335	7,680	10,967	25,298	38,658
Automobile and portable	582	685	550	9,905	12,705	16,543
GRAND TOTAL	223,228	286,122	133,454	112,273	167,177	190,289

Table 5 - PRODUCERS' SALES IN CANADA, BY PROVINCES AND BY QUARTERS, 1931 - 1936.

Provinces	Years	First	Second	Third	Fourth	Calen-	% of
		quarter	quarter	quarter	quarter	dar	total for
		No.	No.	No.	No.	Year	year
						No.	%
Maritimes	1931 ..	2,611	2,000	4,786	7,901	17,298	6.0
	1932 ..	2,591	602	1,940	3,607	8,740	6.6
	1933 ..	1,704	836	1,763	4,417	8,720	6.7
	1934 ..	2,146	1,096	2,647	6,677	12,566	7.5
	1935 ..	1,497	1,035	3,820	6,551	12,903	6.8
	1936 ..	1,996					
Quebec	1931 ..	13,624	7,907	22,648	33,992	78,171	27.3
	1932 ..	10,820	2,953	6,166	10,606	30,545	22.9
	1933 ..	3,971	3,168	5,304	14,116	26,559	20.3
	1934 ..	5,217	3,254	6,778	16,135	31,384	18.8
	1935 ..	4,574	3,979	8,879	16,844	34,276	18.0
	1936 ..	6,442					
Ontario	1931 ..	23,272	12,355	30,342	60,435	126,404	44.2
	1932 ..	19,252	4,498	12,164	16,498	52,412	39.3
	1933 ..	10,584	6,256	11,589	25,193	53,622	41.1
	1934 ..	11,639	9,392	15,463	30,340	66,834	40.0
	1935 ..	12,667	13,432	19,350	33,249	78,698	41.4
	1936 ..	15,948					
Manitoba	1931 ..	2,581	1,491	5,919	9,349	19,340	6.7
	1932 ..	3,083	1,463	4,458	3,871	12,875	9.6
	1933 ..	1,806	908	2,635	7,193	12,542	9.6
	1934 ..	1,680	935	5,063	8,573	16,251	9.7
	1935 ..	1,269	1,226	7,742	8,346	18,583	9.8
	1936 ..	2,686					
Saskatchewan and Alberta	1931 ..	2,107	2,243	5,713	10,944	21,007	7.4
	1932 ..	3,301	854	5,719	6,185	16,059	12.0
	1933 ..	2,157	1,014	4,366	8,204	15,741	12.1
	1934 ..	1,852	1,285	8,455	11,685	23,277	13.9
	1935 ..	1,040	2,831	13,571	10,815	28,257	14.8
	1936 ..	2,167					
British Columbia	1931 ..	3,458	2,096	7,500	10,848	23,902	8.4
	1932 ..	3,357	840	3,853	4,773	12,823	9.6
	1933 ..	1,592	1,902	3,709	6,106	13,309	10.2
	1934 ..	2,886	1,637	4,289	8,053	16,865	10.1
	1935 ..	2,219	1,308	5,602	8,443	17,572	9.2
	1936 ..	2,575					
CANADA	1931 ..	47,653	28,092	76,908	133,469	286,122	100.0
	1932 ..	42,404	11,210	34,300	45,540	133,454	100.0
	1933 ..	21,814	14,084	29,366	65,229	130,493	100.0
	1934 ..	25,420	17,599	42,695	81,465	167,177	100.0
	1935 ..	23,266	23,811	58,964	84,248	190,289	100.0
	1936 ..	31,814					

Table 6 - PRODUCERS' SALES IN CANADA OF ALL TYPES OF RADIO SETS, BY CLASSES AND BY		Prince Edward Island,		
Classes according to		Nova Scotia and	Quebec	Ontario
number of tubes	Unit	New Brunswick		
A. C. OPERATED RECEIVING SETS				
Consols only -				
4 tubes or less	No.	...	15	(1)
5 tubes	No.	230	959	2,323
6 tubes	No.	216	697	1,249
7 tubes	No.	126	524	834
8 tubes	No.	156	338	785
9 tubes	No.	2	21	52
10 tubes	No.	56	475	386
11 tubes	No.	6	76	226
12 tubes and over	No.	27	291	179
Total Consols	No.	819	3,396	6,033
Total Value at List Prices	\$	102,808	469,822	757,196
Table and Mantle only -				
4 tubes or less	No.	78	613	687
5 tubes	No.	449	1,124	3,857
6 tubes	No.	162	316	470
7 tubes	No.	78	299	299
8 tubes and over	No.	31	169	141
Total Table and Mantle	No.	798	2,521	5,454
Total Value at List Prices	\$	54,176	167,475	312,891
Combinations, phonograph and radio	No.	9	79	65
Value at List Prices	\$	1,665	25,354	20,170
GRAND TOTAL A. C. RECEIVING SETS	No.	1,626	5,996	11,552
GRAND TOTAL VALUE AT LIST PRICES	\$	158,649	662,651	1,090,257
AUTOMOBILE SETS -				
4 tubes or less	No.	3	18	28
5 tubes	No.	5	60	263
6 tubes	No.	13	75	2,544
7 tubes and over	No.	1	2	75
Total Automobile Sets	No.	22	155	2,910
Total Value at List Prices	\$	1,362	9,270	152,633
PORTABLE SETS	No.
Value at List Prices	\$
BATTERY OPERATED RECEIVING SETS (excluding automobile and portable) -				
Consols only -				
4 tubes or less	No.	17	29	56
5 tubes	No.	50	39	237
6 tubes	No.	39	22	88
7 tubes	No.	35	51	124
8 tubes and over	No.	7	1	3
Total Consols	No.	148	142	508
Total Value at List Prices	\$	14,473	14,018	49,725
Table and Mantle only -				
4 tubes or less	No.	57	65	237
5 tubes	No.	48	44	439
6 tubes	No.	78	19	255
7 tubes	No.	15	20	46
8 tubes and over	No.	2	1	1
Total Table and Mantle	No.	200	149	978
Total Value at List Prices	\$	11,169	7,869	60,716
GRAND TOTAL ALL BATTERY SETS (except automobile and portable)	No.	348	291	1,486
GRAND TOTAL VALUE AT LIST PRICES	\$	25,642	21,887	110,441
GRAND TOTAL - ALL SETS	No.	1,996	6,442	15,948
GRAND TOTAL VALUE AT LIST PRICES	\$	185,653	693,808	1,353,331

NOTE - The figure in brackets indicates the extent to which sales are exceeded by deducting returned merchandise. Sales of sets imported by the Canadian

PROVINCES, JANUARY, FEBRUARY AND MARCH, 1936, AND INVENTORY AT END OF MARCH, 1936.

Manitoba	Saskatchewan	Alberta	British Columbia	CANADA	Producers' stocks March 31, 1936
...	14	12
249	55	94	416	4,326	4,226
124	36	123	224	2,669	3,457
150	34	81	224	1,973	2,762
133	61	81	138	1,692	1,592
5	3	83	130
80	34	55	148	1,234	1,563
13	...	1	19	341	156
37	12	25	73	644	1,345
791	232	460	1,245	12,976	15,243
103,920	30,706	59,342	168,757	1,692,551	...
98	42	93	122	1,733	1,787
314	163	204	487	6,598	3,016
25	6	81	141	1,201	2,748
31	19	42	109	877	1,745
13	7	15	31	407	448
481	237	435	890	10,816	9,744
28,480	12,808	27,024	58,907	661,761	...
21	7	17	39	237	351
5,389	1,507	4,830	10,168	69,083	...
1,293	476	912	2,174	24,029	25,338
137,789	45,021	91,916	237,832	2,423,395	...
6	...	3	5	63	100
39	1	7	9	384	82
17	11	20	32	2,712	439
...	1	79	62
62	12	30	47	3,238	683
3,698	720	1,829	2,890	172,402	...
...	33
...
19	10	17	8	156	403
22	1	...	20	369	660
120	37	22	19	347	1,299
118	20	39	52	439	772
...	4	4	...	19	173
279	72	82	99	1,330	3,307
28,884	7,273	8,316	10,258	132,947	...
337	77	139	81	993	870
168	61	101	76	937	1,090
516	51	103	29	1,051	692
31	19	29	60	220	489
...	1	2	9	16	210
1,052	209	374	255	3,217	3,351
62,468	12,757	21,212	16,009	192,200	...
1,331	281	456	354	4,547	6,658
91,352	20,030	29,528	26,267	325,147	...
2,686	769	1,398	2,575	31,814	32,712
232,839	65,771	122,553	266,989	2,920,944	...

returned merchandise. Sales figures represent net sales after producers are included; sets sold for export are not included.

Table 7 - PRODUCERS' SALES OF RADIO SETS IN CANADA, BY CLASSES AND BY YEARS, 1933 - 1935.

Classes according to number of tubes	1933	1934	1935
	No.	No.	No.
<u>A. C. OPERATED RECEIVING SETS -</u>			
Consols only -			
4 tubes or less		2,271	2,465
5 tubes	13,635	19,951	27,935
6 tubes	6,280	18,149	15,266
7 tubes	10,694	8,774	11,202
8 tubes	5,360	11,447	9,813
9 tubes	1,795	1,315	1,589
10 tubes		4,321	6,208
11 tubes	6,955	2,035	1,866
12 tubes and over		2,263	2,940
TOTAL CONSOLS	44,719	70,526	79,284
Table and Mantle only -			
4 tubes or less	10,521	14,311	9,667
5 tubes	24,864	25,834	27,705
6 tubes		13,284	11,478
7 tubes	2,700	1,593	3,528
8 tubes and over		2,512	2,995
TOTAL TABLE AND MANTLE	38,085	57,534	55,373
Combination - phonograph and radio	8,597	1,114	431
GRAND TOTAL - A. C. RECEIVING SETS	91,401	129,174	135,088
<u>AUTOMOBILE SETS -</u>			
4 tubes or less		3,439	1,354
5 tubes		3,421	3,702
6 tubes		5,319	11,306
7 tubes and over		189	9
TOTAL AUTOMOBILE SETS	9,905	12,368	16,371
PORTABLE SETS		337	172
<u>BATTERY OPERATED RECEIVING SETS (excluding automobile and portable) -</u>			
Consols only -			
4 tubes or less		772	1,364
5 tubes		4,481	5,822
6 tubes		4,106	4,276
7 tubes		5,343	5,388
8 tubes and over		1,163	364
TOTAL CONSOLS	10,967	15,865	17,214
Table and Mantle only -			
4 tubes or less		1,317	4,634
5 tubes		4,556	8,236
6 tubes		1,616	5,910
7 tubes		1,315	2,520
8 tubes and over		629	144
TOTAL TABLE AND MANTLE		9,433	21,444
GRAND TOTAL ALL BATTERY SETS (except automobile and portable)		25,298	38,658
GRAND TOTAL - ALL SETS	112,273	167,177	190,230

Table 8 - PRODUCERS' SALES OF RADIO SETS IN CANADA, BY CLASSES AND BY YEARS, 1930-1932.

Classes according to list prices with tubes	1930	1931	1932
	No.	No.	No.
<u>A. C. RECEIVING SETS ONLY -</u>			
Below \$65.00	1,541	24,551	23,201
\$65.00 to \$99.99	30,345	101,489	49,043
\$100.00 to \$135.99	23,147	59,349	22,911
\$136.00 to \$175.99	32,448	40,148	15,364
\$176.00 to \$199.99	38,184	21,540	6,422
\$200.00 to \$255.00	42,923	14,162	3,093
Above \$255.00	17,906	4,115	283
Total A. C. Sets	186,494	265,364	120,317
<u>A. C. COMBINED PHONOGRAPH AND RADIO -</u>			
Below \$159.99	30	1,333	1,854
\$160.00 to \$199.99	9	4,245	1,646
\$200.00 to \$255.99	4,125	1,265	500
Above \$255.99	22,306	6,895	907
Total Combination Sets	26,470	13,738	4,907
<u>BATTERY OPERATED RECEIVING SETS -</u>			
Table models	1,477	1,353	1,353
Console models	8,205	4,982	6,327
Total Battery Sets	9,682	6,335	7,680
<u>MISCELLANEOUS SETS, INCLUDING MOTOR CAR, MOTOR BOAT, ETC.-</u>			
Total Miscellaneous	582	685	550
TOTAL RECEIVING SETS	223,228	286,122	133,454

LIST OF REPORTING FIRMS - FIRST QUARTER, 1936.

<u>Names</u>	<u>Addresses</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.
Dominion Electrohome Industries 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 Limited of Canada	1244 Dufferin St., Toronto, Ont.
Rogers-Majestic Corp. Ltd.	522 Fleet St., Toronto, Ont.
Sparton of Canada, Limited	268 St. James St., London, Ont.
Stewart-Warner-Alemite Corp. of Canada, Ltd.	Belleville, Ont.
Stromberg-Carlson Telephone Mfg. Co. of Canada, Ltd.	211 Geary Ave., Toronto, 4, Ont.
Victor Talking Machine Company of Canada, Ltd.	925 Lenoir St., Montreal, P.Q.

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