

43 004

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

PRODUCTION AND SALES
OF
RADIO RECEIVING SETS
IN
CANADA
SECOND QUARTER, 1936

Published by Authority of the HON. W.D. EULER, M.P.,
Minister of Trade and Commerce.

OTTAWA
1936

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

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief - Mining, Metallurgical and Chemical Branch: W. H. Losee, B.Sc.

QUARTERLY REPORT

PRODUCTION AND SALES OF RADIO RECEIVING SETS

SECOND QUARTER - 1936.

During the second quarter of 1936 the production of radio receivers in Canada numbered 40,954 sets valued at \$1,485,914 factory selling prices, an increase of 66 per cent in number and 50 per cent in value over the corresponding period of a year ago.

Factory sales by the producers, at list prices, reached their highest level for any second quarter during April, May and June of this year when 32,303 sets valued at \$2,574,499 were sold. Of the total sales, Ontario took 15,072 sets; Quebec, 6,080; British Columbia, 2,953; Manitoba, 2,889; Alberta, 2,585; Maritimes, 1,531, and Saskatchewan, 1,193. Second quarter sales during the corresponding periods of other years amounted to 23,811 in 1935, 17,599 in 1934, and 14,084 in 1933.

Sales during the quarter under review included 18,480 A.C. operated sets worth \$1,718,986 at list prices, 8,796 automobile sets at \$483,461, 5,000 battery sets at \$369,633, and 27 portable sets at \$2,419. The A. C. sets included 10,263 consol models at \$1,201,690, 8,115 mantle models at \$492,025, and 102 combinations at \$25,271, while the battery sets included 2,221 consols at \$210,674 and 2,779 mantle models at \$158,959.

Inventories of radio receivers in the hands of the manufacturers on June 30, 1936, were reported at 41,157 sets and included 11,039 A. C. consols, 14,904 A. C. mantle, 330 A. C. combinations, 1,543 automobile sets, 6 portable sets, 4,860 battery operated consols and 8,475 battery operated 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(a)	189,769	10,325,959
1928	81,032	7,486,127	1936		
1929	150,050	15,604,145	First quarter(a)	28,717	1,267,661
1930	170,082	19,196,936	Second quarter	40,954	1,485,914
1931	291,711	18,555,710			
1932	121,468	6,808,877			

(a) Revised figures.

(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	40,954
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				38,085	57,534	55,373
Consols	186,494	265,364	120,317	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	1,355	1,355		9,433	21,444
Consols	8,205	4,982	6,327	10,967	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	856	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	1,531				
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	6,080				
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	15,072				
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	2,889				
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	3,778				
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	2,953				
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	81,463	167,177	100.0
	1935 ..	23,266	23,811	58,964	84,248	190,289	100.0
	1936 ..	31,814	32,303				

Table 6 -- PRODUCERS' SALES IN CANADA OF ALL TYPES OF RADIO SETS, BY CLASSES AND BY

Classes according to number of tubes	Prince Edward Island,			Ontario
	Unit Nova Scotia and New Brunswick	Quebec		
A. C. OPERATED RECEIVING SETS --				
Consols only --				
4 tubes or less	No.
5 tubes	No.	226	1,145	1,901
6 tubes	No.	267	810	1,167
7 tubes	No.	57	461	356
8 tubes	No.	76	134	261
9 tubes	No.	4	88	50
10 tubes	No.	13	101	102
11 tubes	No.	2	6	44
12 tubes and over	No.	4	53	83
Total Consols	No.	649	2,798	3,964
Total Value at List Prices	\$	73,455	327,583	458,792
Table and Mantle only --				
4 tubes or less	No.	119	740	1,424
5 tubes	No.	171	932	1,884
6 tubes	No.	93	205	287
7 tubes	No.	29	104	124
8 tubes and over	No.	6	10	38
Total Table and Mantle	No.	418	1,991	3,757
Total Value at List Prices	\$	27,387	118,839	222,761
Combinations, phonograph and radio ..	No.	4	42	26
Value at List Prices	\$	1,058	10,414	6,033
GRAND TOTAL A. C. RECEIVING SETS	No.	1,071	4,831	7,747
GRAND TOTAL VALUE AT LIST PRICES	\$	101,900	456,836	687,586
AUTOMOBILE SETS --				
4 tubes or less	No.	1	4	3
5 tubes	No.	109	331	1,435
6 tubes	No.	131	485	4,977
7 tubes and over	No.	1	2	54
Total Automobile Sets	No.	242	822	6,469
Total Value at List Prices	\$	14,215	49,011	345,682
PORTABLE SETS	No.	2	4	8
Value at List Prices	\$	143	351	776
BATTERY OPERATED RECEIVING SETS (excluding automobile and portable) --				
Consols only --				
4 tubes or less	No.	26	51	86
5 tubes	No.	21	23	87
6 tubes	No.	22	69	91
7 tubes	No.	6	22	57
8 tubes and over	No.	4	2	9
Total Consols	No.	79	167	330
Total Value at List Prices	\$	6,843	15,815	30,325
Table and Mantle only --				
4 tubes or less	No.	78	164	278
5 tubes	No.	36	39	63
6 tubes	No.	14	35	158
7 tubes	No.	5	16	18
8 tubes and over	No.	4	2	1
Total Table and Mantle	No.	137	256	518
Total Value at List Prices	\$	7,431	14,084	31,601
GRAND TOTAL ALL BATTERY SETS (except automobile and portable)	No.	216	423	848
GRAND TOTAL VALUE AT LIST PRICES	\$	14,274	29,899	61,926
GRAND TOTAL - ALL SETS	No.	1,531	6,080	15,072
GRAND TOTAL VALUE AT LIST PRICES	\$	130,532	536,097	1,095,970

PROVINCES, APRIL, MAY AND JUNE, 1936, and INVENTORY AT END OF JUNE, 1936.

Manitoba	Saskatchewan	Alberta	British Columbia	CANADA	Producers' stocks JUNE 30, 1936.
230	86	219	506	4,313	2,531
327	62	166	388	3,187	2,223
70	41	63	348	1,396	1,660
37	12	16	51	587	2,008
...	2	6	17	167	527
42	15	11	36	320	939
...	5	57	136
55	10	13	38	236	1,014
741	228	494	1,389	10,263	11,039
91,052	27,819	57,759	165,230	1,201,690	...
235	75	139	153	2,885	5,887
212	76	190	340	3,805	4,689
112	21	62	141	921	2,380
37	14	15	91	414	1,427
5	1	7	23	90	521
601	187	413	748	8,115	14,904
36,566	11,003	25,299	50,171	492,025	...
11	...	4	15	102	330
2,053	98	884	4,731	25,271	...
1,353	415	911	2,152	18,480	26,273
129,671	38,920	83,941	220,132	1,718,986	...
2	1	...	1	12	95
207	78	103	250	2,513	666
131	146	172	167	6,209	731
1	1	1	2	62	51
341	226	276	420	8,796	1,543
20,033	13,512	16,448	24,560	483,461	...
4	1	2	6	27	6
402	109	140	498	2,419	...
46	16	41	46	312	1,389
214	151	267	28	791	838
210	162	168	29	751	1,662
132	31	2	32	282	743
52	3	8	7	85	226
654	363	486	142	2,221	4,860
66,409	35,481	42,634	13,167	210,674	...
143	66	159	141	1,029	4,656
302	101	726	55	1,322	1,394
78	20	19	22	346	1,670
6	1	6	15	67	567
8	15	188
537	188	910	233	2,779	8,475
30,900	10,426	52,058	12,459	158,959	...
1,191	551	1,396	375	5,000	13,335
97,309	45,907	91,692	25,626	369,633	...
2,889	1,193	2,585	2,953	32,303	41,157
247,415	98,448	195,221	270,816	2,574,499	...

Table 7 - PRODUCERS' SALES IN CANADA OF ALL TYPES OF RADIO SETS, BY CLASSES AND BY

Classes according to number of tubes	Unit	Prince Edward Island,	
		Nova Scotia and New Brunswick	Quebec
A. C. OPERATED RECEIVING SETS --			
Consols only -			
4 tubes or less	No.		15
5 tubes	No.	456	2,104
6 tubes	No.	483	1,507
7 tubes	No.	183	985
8 tubes	No.	232	472
9 tubes	No.	6	109
10 tubes	No.	69	576
11 tubes	No.	8	82
12 tubes and over	No.	31	344
Total Consols	No.	1,468	6,194
Total Value at List Prices	\$	176,263	797,405
Table and Mantle only --			
4 tubes or less	No.	197	1,353
5 tubes	No.	620	2,056
6 tubes	No.	255	521
7 tubes	No.	107	405
8 tubes and over	No.	37	179
Total Table and Mantle	No.	1,216	4,512
Total Value at List Prices	\$	81,563	286,314
Combinations, phonograph and radio ..	No.	13	121
Value at List Prices	\$	2,723	35,768
GRAND TOTAL A. C. RECEIVING SETS	No.	2,697	10,827
GRAND TOTAL VALUE AT LIST PRICES	\$	260,549	1,119,487
AUTOMOBILE SETS --			
4 tubes or less	No.	4	22
5 tubes	No.	114	391
6 tubes	No.	144	560
7 tubes and over	No.	2	4
Total Automobile Sets	No.	264	977
Total Value at List Prices	\$	15,577	58,281
PORTABLE SETS	No.	2	4
Value at List Prices	\$	143	351
BATTERY OPERATED RECEIVING SETS (Excluding automobile and portable) -			
Consols only -			
4 tubes or less	No.	43	80
5 tubes	No.	71	62
6 tubes	No.	61	91
7 tubes	No.	41	75
8 tubes and over	No.	11	3
Total Consols	No.	227	309
Total Value at List Prices	\$	21,316	29,833
Table and Mantle only -			
4 tubes or less	No.	135	229
5 tubes	No.	84	83
6 tubes	No.	92	54
7 tubes	No.	20	36
8 tubes and over	No.	6	3
Total Table and Mantle	No.	337	405
Total Value at List Prices	\$	18,600	21,953
GRAND TOTAL ALL BATTERY SETS (except automobile and portable)	No.	564	714
GRAND TOTAL VALUE AT LIST PRICES	\$	39,916	51,786
GRAND TOTAL - ALL SETS	No.	3,527	12,522
GRAND TOTAL VALUE AT LIST PRICES	\$	316,185	1,229,905

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, FOR THE SIX MONTHS ENDING JUNE 30, 1936.

Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	CANADA
(1)					14
4,224	479	141	313	922	8,639
2,416	451	98	289	612	5,856
1,190	220	75	144	572	3,369
1,046	170	73	97	189	2,279
102	5	2	6	20	250
488	122	49	66	184	1,554
270	13	...	1	24	398
262	72	22	38	111	880
9,997	1,532	460	954	2,634	23,239
1,215,988	194,972	58,525	117,101	333,987	2,894,241
2,111	333	117	232	275	4,618
5,741	526	239	394	827	10,403
757	137	27	143	282	2,122
423	68	33	57	200	1,291
179	18	8	22	54	497
9,211	1,082	424	848	1,638	18,931
535,652	65,046	23,811	52,322	109,078	1,153,786
91	32	7	21	54	339
26,203	7,442	1,605	5,714	14,899	94,354
19,299	2,646	891	1,823	4,326	42,509
1,777,843	267,460	83,941	175,137	457,964	4,142,381
31	8	1	3	6	75
1,698	246	79	110	259	2,897
7,521	148	157	192	199	8,921
129	1	1	1	3	141
9,379	403	238	306	467	12,034
498,315	23,731	14,232	18,277	27,450	655,863
8	4	1	2	6	27
776	402	109	140	498	2,419
142	65	26	58	54	468
324	236	152	267	48	1,160
179	330	199	190	48	1,098
181	250	51	41	84	721
12	52	7	12	7	104
838	933	435	568	241	3,551
80,050	95,293	42,754	50,950	23,425	343,621
515	480	143	298	222	2,022
502	470	162	827	131	2,259
413	594	71	122	51	1,397
64	37	20	35	75	287
2	8	1	2	9	31
1,496	1,589	397	1,284	488	5,996
92,317	93,368	23,183	73,270	28,468	351,159
2,334	2,522	832	1,852	729	9,547
172,367	188,661	65,937	124,220	51,893	694,780
31,020	5,575	1,962	3,983	5,528	64,117
2,449,301	480,254	164,219	317,774	537,805	5,495,443

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

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

Table 9 -- 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.
A. C. OPERATED RECEIVING SETS --			
Consols only --			
4 tubes or less	13,635	2,271	2,465
5 tubes		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
AUTOMOBILE SETS --			
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
BATTERY OPERATED RECEIVING SETS (excluding automobile and portable) --			
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	190,289

LIST OF REPORTING FIRMS - SECOND 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.	622 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.

STATISTICS CANADA LIBRARY
BIBLIOTHEQUE STATISTIQUE CANADA



1010669557