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QUARTERLY REPORT

PRODUCTION and SALE OF RADIO RECEIVING SETS

JANUARY, FEBRUARY and MARCH, 1940

During the first quarter of 1940 producers' sales of radio receiving sets in Canada established a new record at 71,503 units having a list or retail value of \$3,524,190. The number of sets sold was greater than in any first quarter period since the Bureau commenced collecting quarterly data on radio sales in 1934 and exceeded the figures for the corresponding three months of a year ago by 76 per cent.

Compared with January, February and March of 1939, data for the period under review showed a remarkable increase in sales right across Canada. In Ontario the number of sets sold advanced to 32,292 from 19,963; in Quebec to 14,348 from 8,992; in the Maritime Provinces to 7,454 from 2,146; in British Columbia to 5,871 from 2,495; in Saskatchewan and Alberta to 5,487 from 2,707 and in Manitoba to 6,051 from 3,770.

In addition to the 71,503 receiving sets sold by Canadian manufacturers during the quarter 5,310 were imported through Customs and 14,023 were admitted into Canada under special conditions. Inventories at the producers' factories and various branches or in jobbers' hands on March 31, 1940 amounted to 62,886 sets.

Table 1 - PRODUCTION OF RADIO RECEIVING SETS IN CANADA, 1925 - 1939.

Year	Number of sets	Selling Value at works(x)	Year	Number of sets	Selling value at works(x)
		\$			\$
1925 .....	48,531	2,278,292	1933 .....	112,272	4,401,313
1926 .....	42,430	2,253,098	1934 .....	188,710	8,196,248
1927 .....	47,500	3,748,622	1935 .....	191,293	9,493,399
1928 .....	81,032	7,486,127	1936 .....	253,896	11,388,173
1929 .....	150,050	15,604,145	1937 .....	289,247	11,696,717
1930 .....	170,082	19,196,936	1938 .....	242,721	8,801,981
1931 .....	291,711	18,555,710	1939 .....	348,507	8,678,130
1932 .....	121,468	6,808,877			

(x) Not list prices.

Table 2 - PRODUCTION, BY QUARTERS, 1936 - 1940.

	1936	1937	1938	1939	1940
	No.	No.	No.	No.	No.
First quarter .....	28,717	40,434	15,648	33,611	91,751
Second quarter .....	40,954	71,237	51,185	68,189	
Third quarter .....	92,327	99,429	103,188	130,952	
Fourth quarter .....	91,898	78,147	72,710	115,755	
TOTAL FOR YEAR .....	253,896	289,247	242,721	348,507	

Table 3 - PRODUCERS' SALES IN CANADA, BY TYPES, 1935 - 1939.

Type	1935	1936	1937	1938	1939
	No.	No.	No.	No.	No.
<b>A. C. OPERATED RECEIVING SETS -</b>					
Table and mantel .....	55,373	74,675	75,933	83,287	161,945
Consols .....	79,284	92,448	93,594	78,346	77,981
Combination, phonograph and radio .....	431	934	1,045	1,054	4,455
<b>TOTAL .....</b>	<b>135,088</b>	<b>168,107</b>	<b>170,572</b>	<b>162,687</b>	<b>244,381</b>
<b>BATTERY OPERATED (except Automobile and Portable)-</b>					
Table and mantel .....	21,444	39,088	52,571	52,102	91,787
Consols .....	17,214	21,887	19,721	14,794	12,748
<b>TOTAL .....</b>	<b>38,658</b>	<b>60,975</b>	<b>72,292</b>	<b>66,896</b>	<b>104,535</b>
Automobile and portable .....	16,543	18,838	22,991	21,676	21,652
<b>GRAND TOTAL .....</b>	<b>190,289</b>	<b>247,920</b>	<b>265,855</b>	<b>251,259</b>	<b>370,568</b>

Table 4 - PRODUCERS' SALES IN CANADA, BY PROVINCES and BY QUARTERS, 1936 - 1940.

Province	Year	First quarter	Second quarter	Third quarter	Fourth quarter	Calendar Year	% of total for year
		No.	No.	No.	No.	No.	%
Maritimes .....	1936 ...	1,996	1,466	5,887	7,592	16,941	6.8
	1937 ...	2,173	1,726	7,454	7,693	19,046	7.2
	1938 ...	2,055	1,801	6,762	5,969	16,587	6.6
	1939 ...	2,146	3,166	10,261	11,299	26,872	7.2
	1940 ...	7,454					10.4
Quebec .....	1936 ...	6,442	6,051	14,003	20,742	47,238	19.1
	1937 ...	7,792	6,920	13,299	21,295	49,306	18.5
	1938 ...	7,793	6,356	13,574	20,891	48,614	19.4
	1939 ...	8,992	11,259	23,861	27,842	71,954	19.4
	1940 ...	14,348					20.1
Ontario .....	1936 ...	15,948	15,084	27,015	38,987	97,034	39.1
	1937 ...	19,534	20,362	34,268	41,070	115,234	43.4
	1938 ...	16,291	14,284	34,449	41,511	106,535	42.4
	1939 ...	19,963	23,246	51,295	59,473	153,977	41.6
	1940 ...	32,292					45.2
Manitoba .....	1936 ...	2,686	2,546	13,808	9,551	28,591	11.5
	1937 ...	2,309	5,350	13,231	7,301	28,191	10.6
	1938 ...	3,677	2,637	12,069	9,378	27,761	11.0
	1939 ...	3,770	4,441	20,309	11,369	39,889	10.8
	1940 ...	6,051					8.4
Saskatchewan and Alberta	1936 ...	2,167	3,735	15,675	14,025	35,602	14.4
	1937 ...	2,051	9,153	15,291	7,368	33,863	12.7
	1938 ...	897	3,857	19,036	10,334	34,124	13.6
	1939 ...	2,707	6,689	22,832	17,201	49,429	13.3
	1940 ...	5,487					7.7
British Columbia .....	1936 ...	2,575	2,864	8,206	8,869	22,514	9.1
	1937 ...	2,497	2,898	8,406	6,414	20,215	7.6
	1938 ...	2,363	1,784	6,727	6,764	17,638	7.0
	1939 ...	2,495	4,094	10,890	10,968	28,447	7.7
	1940 ...	5,871					8.2
CANADA .....	1936 ...	31,814	31,746	84,594	99,766	247,920	100.0
	1937 ...	36,356	46,409	91,949	91,141	265,855	100.0
	1938 ...	33,076	30,719	92,617	94,847	251,259	100.0
	1939 ...	40,073	52,895	139,448	138,152	370,568	100.0
	1940 ...	71,503					100.0

Table 5 - PRODUCERS' SALES OF ALL TYPES OF RADIO RECEIVING SETS, BY CLASSES and BY PROVINCES, JANUARY, FEBRUARY and MARCH, 1940.

TYPE	Unit	Prince Edward Island, Nova Scotia and New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	CANADA
<b>ELECTRIC -</b>									
<b>Standard broadcast -</b>									
Console .....	No.	1	24	106	2	4	15	1	153
	\$	60	1,439	6,970	120	240	899	60	9,788
Table .....	No.	2,141	5,854	9,433	1,010	386	1,015	2,379	22,217
	\$	47,364	134,486	216,543	23,250	8,284	23,550	53,662	507,139
<b>Short wave -</b>									
Console .....	No.	631	2,241	6,614	1,187	195	402	1,357	12,627
	\$	69,489	230,762	717,441	128,676	22,495	45,226	165,636	1,379,725
Table .....	No.	1,630	2,694	4,813	800	208	414	828	11,387
	\$	72,439	133,659	230,595	31,197	10,502	21,975	43,791	544,158
<b>BATTERY -</b>									
<b>Standard broadcast -</b>									
Console .....	No.	7	7	53	9	2	(3)	15	90
	\$	479	430	3,483	779	203	(283)	990	6,081
Table .....	No.	2,407	2,322	4,113	2,070	543	1,341	575	13,371
	\$	65,297	66,009	115,652	50,600	14,930	35,675	16,505	364,668
<b>Short wave -</b>									
Console .....	No.	55	89	204	148	195	83	53	827
	\$	5,148	8,198	17,531	13,879	18,772	8,215	4,805	76,548
Table .....	No.	177	304	198	354	124	131	121	1,409
	\$	11,161	16,480	10,363	13,871	7,221	5,169	6,029	70,294
<b>PORTABLE -</b>									
Battery -	No.	106	315	833	123	21	52	131	1,581
	\$	3,354	10,052	17,166	2,631	877	1,267	2,760	38,107
Battery and electric	No.	120	46	498	62	23	26	72	847
	\$	3,944	1,840	18,160	2,152	864	872	2,880	30,712
Phonograph and combination	No.	22	170	374	44	14	27	109	760
	\$	2,917	29,490	61,170	6,611	2,722	6,742	18,550	128,202
Automobile	No.	157	282	5,053	242	89	181	230	6,234
	\$	7,726	13,004	312,140	11,052	4,605	9,134	11,107	368,768
<b>TOTAL -</b>	No.	7,454	14,348	32,292	6,051	1,803	3,684	5,871	71,503
	\$	289,378	645,849	1,727,214	284,818	91,715	158,441	326,775	3,524,190

NOTE - Figures in brackets indicate the amount by which returned merchandise exceeded sales.



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MANUFACTURERS OF RADIO RECEIVING SETS - 1940.

<u>Name of Company</u>	<u>Address</u>
Canadian General Electric Company, Limited	212 King Street West, Toronto 2, Ontario
Canadian Marconi Company, Limited	211 St. Sacrament Street, Montreal, P.Q.
Canadian Radio Corp. Ltd.	622 Fleet St. W., Toronto, Ontario
Canadian Westinghouse Company, Limited	Sanford Avenue, Hamilton, Ontario
Dominion Electrohome Industries, Limited	102 Breithaupt Street, Kitchener, Ontario
Mohawk Radio, Limited	263 Seventh Avenue, New Toronto, Ontario
Northern Electric Company, Limited	1261 Shearer Street, Montreal, P.Q.
Philco Products Limited of Canada	1244 Dufferin Street, Toronto, Ontario
RCA Victor Company, Limited	976 Lacasse Street, Montreal, P.Q.
Sparton of Canada, Limited	268 St. James Street, London, Ontario
Stewart-Warner Alomite Corporation of Canada, Limited	Belleville, Ontario
Stronberg-Carlson Telephone Mfg. Co. of Canada, Limited	211 Geary Avenue, Toronto 4, Ontario

Table 7 - IMPORTS INTO CANADA OF RADIO RECEIVING SETS, BY QUARTERS, 1939 and 1940.

	1939				1940			
	Radio receiving sets		Radios, imported under special conditions		Radio receiving sets		Radios, imported under special conditions	
	Number	Value	Number	Value	Number	Value	Number	Value
		\$		\$		\$		\$
First quarter .....	2,667	52,760	7,300	128,654	5,310	112,590	14,023	242,377
Second quarter .....	2,974	61,937	10,946	189,603				
Third quarter .....	2,637	47,103	20,854	334,247				
Fourth quarter .....	2,159	46,309	9,652	157,060				
TOTAL .....	10,437	208,109	48,652	809,564				

Table 8 - PRODUCTION IN CANADA and IMPORTS OF RADIO RECEIVING TUBES, 1936 - 1940.

Year	PRODUCTION		IMPORTS	
	Number	Value	Number	Value
		\$		\$
1936 .....	2,940,296	1,646,705	565,873	289,659
1937 .....	3,340,221	2,002,889	484,227	290,698
1938 .....	1,982,970	1,130,517	440,294	215,433
1939 .....	2,527,672	1,272,834	1,124,361	586,084
1940 -				
First quarter .....	1,006,986	466,354	215,977	109,558

MANUFACTURERS OF RADIO RECEIVING TUBES - 1940.

<u>Name of Company</u>	<u>Address</u>
Canadian Westinghouse Company, Limited	Hamilton, Ontario
Rogers Radio Tubes Limited	Toronto, Ontario
Radio Valve Company of Canada, Limited	Toronto, Ontario