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Ottawa - Canada

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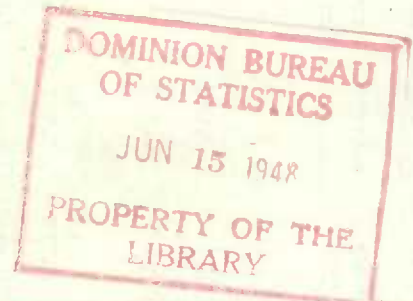
Herbert Marshall  
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Monthly Report

on

RADIO RECEIVING SETS

MARCH, 1948



Sales of radio receiving sets by Canadian producers during March, 1948 totalled 40,551 units valued at \$3,978,361 at list prices. The provincial distribution of sales was as follows: Ontario, 19,795, Quebec, 8,701, British Columbia, 3,397, Manitoba, 1,840, Maritimes, 3,114, Alberta, 2,571, and Saskatchewan, 1,133.

Table 1 - Production of Radio Receiving Sets in Canada, 1938-1947

Year	Number	Value (at factory prices)
1938	242,721	8,801,981
1939	348,507	8,678,130
1940	485,010	11,268,339
1941	386,372	9,215,364
1942	177,149	4,682,401
1943	979	18,840
1944	...	...
1945	50,317	979,173
1946	603,199	15,759,724
1947	(not yet available)	

Table 2 - Sales of Radio Receiving Sets By Canadian Producers, 1938-1947

Year	Number	Value (at list prices)
1938	251,259	19,877,777
1939	370,568	20,005,519
1940	438,976	23,551,572
1941	399,556	23,283,944
1942	209,163	14,404,236
1943	22,201	(Not
1944	595	avail-
1945	44,343	able)
1946	568,320	28,849,115
1947	836,419	60,399,221

Table 3 - Producers' Sales of Radio Receiving Sets in Canada, by Provinces, March, 1948, with Comparative Totals for March, 1947

		Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Total CANADA 1948	Total CANADA 1947
<b>Electric -</b>										
<b>Standard Broadcast -</b>										
Console .....	No.	58	29	433	8	25	93	101	747	...
	\$	6,782	3,850	51,038	1,484	2,863	10,648	11,595	88,260	...
Table .....	No.	1,888	4,075	6,294	715	572	1,172	1,713	16,429	31,900
	\$	82,814	170,834	259,696	28,983	27,477	51,779	74,079	695,662	1,227,523
<b>Short Wave -</b>										
Console .....	No.	2	565	436	64	19	20	38	1,144	1,446
	\$	428	87,440	77,477	7,999	2,975	2,773	4,791	183,883	240,349
Table .....	No.	121	398	585	44	28	36	183	1,395	9,178
	\$	11,060	28,130	47,550	3,138	1,923	2,923	14,324	109,048	628,540
<b>Frequency Modulation -</b>										
Console .....	No.	6	18	55	5	- 1	2	7	92	...
	\$	1,644	5,981	22,101	1,868	- 255	510	2,013	33,862	...
Table .....	No.	9	24	20	1	...	4	3	61	...
	\$	1,823	3,880	4,646	175	...	1,072	470	12,066	...
<b>Combinations -</b>										
<b>Standard Broadcast -</b>										
Console - Manual .....	No.	- 12	16	78	5	2	11	12	112	...
	\$	- 1,556	2,282	10,156	649	260	1,532	2,850	16,173	...
Automatic ..	No.	153	543	967	205	103	136	243	2,350	634
	\$	33,764	139,550	210,937	49,153	23,225	36,057	62,096	554,782	162,731
Table - Manual .....	No.	61	378	348	13	27	21	89	937	1,587
	\$	6,989	32,476	35,772	1,366	3,535	2,285	11,094	93,517	165,010
Automatic ..	No.	200	1,454	597	159	68	57	120	2,655	3,278
	\$	29,667	211,252	84,653	23,134	9,972	8,983	18,870	386,531	458,861
<b>Short Wave -</b>										
Console - Manual .....	No.	7	16	16	1	1	7	3	51	1,705
	\$	1,463	3,327	3,184	193	209	1,463	577	10,416	415,840
Automatic ..	No.	24	221	1,309	20	8	15	42	1,639	1,650
	\$	7,280	81,091	408,392	6,071	2,014	5,399	14,224	524,471	481,328
Table - Manual .....	No.	35	53	44	5	5	14	25	181	35
	\$	4,865	7,367	6,116	695	695	1,946	3,475	25,159	4,026
Automatic ..	No.	18	80	171	1	7	13	26	316	110
	\$	3,550	14,595	31,075	494	1,344	2,504	5,134	58,696	19,779
<b>Frequency Modulation -</b>										
Console - Automatic ..	No.	7	50	120	2	2	25	35	241	3
	\$	4,665	28,756	60,010	2,018	1,070	10,617	21,311	128,447	1,650

Radio Receiving Sets

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All into Cuba

Table 3 - Producers' Sales of Radio Receiving Sets in Canada, By Provinces, March, 1948, with Comparative Totals for March, 1947  
(Concluded)

		Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Total CANADA 1948	Total CANADA 1947	Radio Receiving Sets
<b>Battery -</b>											
<b>Standard Broadcast -</b>											
Console .....	No.	...	...	...	...	...	...	3	3	...	
	\$	...	...	...	...	...	...	234	234	...	
Table .....	No.	203	219	387	270	72	259	101	1,511	7,641	
	\$	12,927	11,721	19,886	12,869	5,350	19,935	5,375	88,063	304,746	
<b>Short Wave -</b>											
Console .....	No.	2	- 1	5	2	21	16	50	95	...	
	\$	338	- 159	845	338	3,549	2,704	8,450	16,065	...	
Table .....	No.	52	74	121	117	44	78	62	548	529	
	\$	3,324	4,790	9,402	8,613	3,672	4,709	4,420	38,930	22,994	
<b>Portables -</b>											
Battery .....	No.	1	36	33	18	3	4	8	103	1,392	
	\$	46	1,660	1,442	830	138	184	347	4,647	58,976	
Battery-electric .....	No.	35	59	351	60	46	109	289	949	380	
	\$	3,186	5,194	28,202	5,387	3,915	9,204	24,299	79,387	31,383	
<b>Automobile .....</b>	No.	244	394	7,425	125	81	479	244	8,992	1,871	
	\$	17,740	30,353	704,390	9,891	7,143	40,714	19,831	830,062	154,371	
<b>TOTAL SALES -</b>											
March, 1948 .....	No.	3,114	8,701	19,795	1,840	1,133	2,571	3,397	40,551	...	
	\$	232,799	874,370	2,076,970	165,348	101,074	217,941	309,859	3,978,361	...	
<b>TOTAL SALES -</b>											
March, 1947 .....	No.	3,886	13,767	28,192	4,639	2,876	4,072	5,907	...	63,339	
	\$	278,018	937,180	1,978,029	287,284	179,830	267,064	450,702	...	4,378,107	

\$ = List prices.

Table 4 - Producers' Sales of Radio Receiving Sets in Canada, by Provinces, Three Months Ended March, 1948

		Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	CANADA
<u>Electric -</u>									
Standard Broadcast -									
Console .....	No.	79	190	513	242	90	167	254	1,535
	\$	9,352	23,890	60,813	29,247	11,711	21,052	33,081	189,146
Table .....	No.	4,793	13,076	24,056	3,367	1,768	2,607	5,428	55,095
	\$	210,112	558,475	1,008,651	143,196	81,190	112,767	234,850	2,349,241
Short Wave -									
Console .....	No.	117	644	953	149	113	53	89	2,118
	\$	22,278	102,666	172,965	24,098	20,784	9,043	14,127	365,961
Table .....	No.	489	1,779	1,985	294	162	214	794	5,717
	\$	41,999	142,788	150,469	20,103	10,104	17,093	62,680	445,236
Frequency Modulation -									
Console .....	No.	9	61	132	10	3	23	55	293
	\$	2,637	17,812	49,903	3,257	1,084	7,576	15,621	97,890
Table .....	No.	13	76	75	10	5	5	45	229
	\$	2,647	14,716	14,030	2,370	999	1,247	7,664	43,673
<u>Combinations -</u>									
Standard Broadcast -									
Console - Manual .....	No.	- 12	62	130	41	2	11	32	266
	\$	- 1,556	9,849	18,709	6,571	260	1,532	7,890	43,255
Automatic ..	No.	320	934	1,948	363	191	213	342	4,311
	\$	71,395	254,302	463,656	91,807	41,718	54,409	85,041	1,062,328
Table - Manual .....	No.	132	646	644	54	52	65	282	1,875
	\$	18,559	67,298	72,244	6,309	6,549	7,366	34,742	213,067
Automatic ..	No.	307	2,496	1,454	427	149	303	768	5,904
	\$	47,188	361,165	218,172	61,347	23,567	47,705	118,888	878,032
Short Wave -									
Console - Manual .....	No.	64	251	457	166	68	153	86	1,245
	\$	12,015	42,335	74,779	28,170	11,704	24,998	15,558	209,559
Automatic ..	No.	175	535	2,511	216	75	138	227	3,877
	\$	47,389	189,989	783,900	59,541	25,053	43,123	64,075	1,213,070
Table - Manual .....	No.	35	53	44	4	5	14	25	180
	\$	4,865	7,367	6,116	565	695	1,946	3,475	25,029
Automatic ..	No.	45	327	1,118	- 2	28	35	145	1,696
	\$	8,624	60,873	202,026	336	5,156	6,788	27,074	310,877
Frequency Modulation -									
Console - Automatic ..	No.	84	521	857	152	63	157	331	2,165
	\$	42,000	303,559	460,148	73,571	31,478	82,001	187,374	1,180,131

Radio Receiving Sets

Table 4 - Producers' Sales of Radio Receiving Sets in Canada, by Provinces, Three Months Ended March, 1948 (Concluded)

		Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	CANADA
<u>Battery -</u>									
Standard Broadcast -									
Console .....	No.	...	...	5	...	...	...	5	10
	\$	...	...	374	...	...	...	390	764
Table .....	No.	634	707	- 530	609	548	525	315	2,808
	\$	31,834	31,422	- 50,769	26,239	25,225	30,969	14,288	109,208
Short Wave -									
Console .....	No.	2	- 2	34	7	66	16	50	173
	\$	338	- 332	5,606	1,183	10,074	2,704	8,450	28,023
Table .....	No.	183	254	429	197	126	216	239	1,644
	\$	14,354	16,265	33,033	13,876	9,711	13,680	16,895	117,814
<u>Portables -</u>									
Battery .....	No.	44	103	228	31	12	38	68	524
	\$	1,953	4,796	10,232	1,432	553	1,759	3,175	23,900
Battery-electric ...	No.	132	353	1,132	210	277	242	649	2,995
	\$	11,590	30,286	95,665	18,437	22,617	20,523	55,923	255,041
<u>Automobile</u> .....	No.	533	718	17,101	437	370	1,027	584	20,770
	\$	39,760	58,315	1,484,784	32,214	28,119	79,593	45,173	1,767,958
<u>TOTAL, ALL TYPES:</u>									
THREE MONTHS, 1948 .	No.	8,178	23,784	55,276	6,984	4,173	6,222	10,813	115,430
	\$	639,333	2,297,836	5,335,506	643,869	368,351	587,874	1,056,434	10,929,203
<u>COMPARATIVE TOTALS,</u>									
THREE MONTHS, 1947 ..	No.	15,092	42,353	97,591	15,023	9,643	12,444	16,952	209,098
	\$	936,918	2,723,887	5,916,493	909,039	571,740	783,843	1,176,690	13,018,610

Radio Receiving Sets

Radio Receiving Sets

Table 5 - Producers' Inventories of Radio Receiving Sets on March 31, 1948

Type	Number of Sets
<u>Electric -</u>	
Standard Broadcast .. - Console .....	1,224
Table .....	52,747
Short Wave .....	1,584
Table .....	15,777
Frequency Modulation - Console .....	762
Table .....	1,033
<u>Combinations -</u>	
Standard Broadcast .. - Console - Manual .....	1,589
Automatic .....	5,418
Table - Manual .....	7,610
Automatic .....	10,383
Short Wave .....	629
Table - Manual .....	3,345
Automatic .....	1,231
Frequency Modulation - Console - Manual .....	2,010
Automatic .....	...
Table - Manual .....	1,153
Automatic .....	...
<u>Battery -</u>	
Standard Broadcast .. - Console .....	393
Table .....	35,384
Short Wave .....	869
Table .....	9,658
<u>Portables -</u>	
Battery .....	300
Battery-electric .....	1,356
<u>Automobiles</u> .....	6,106
TOTAL INVENTORIES ALL SETS .....	160,561

Table 6 - Imports of Radio Receiving Sets Into Canada, 1948

Month		Radio receiving sets imported under special conditions	Other radio receiving sets	Total
January .....	No.	148	140	288
	\$	5,853	15,371	21,224
February .....	No.	111	157	268
	\$	4,489	11,502	15,991
March .....	No.	142	74	216
	\$	5,069	10,719	15,788
Three Months Ended March	No.	401	371	772
	\$	15,411	37,592	53,003

Table 7 - Exports of Radio Receiving Sets From Canada, 1948

Month	Number	\$
January .....	1,394	55,904
February .....	3,443	141,017
March .....	1,277	43,817
Three Months Ended March .....	6,114	240,738

Table 8 - Production in Canada and Imports of Radio Tubes, 1948

	P r o d u c t i o n		I m p o r t s		
	Radio receiving tubes No.	\$	Radio tubes No.	\$	Radio tube parts \$
January .....	437,845	198,785	136,041	83,962	30,301
February .....	348,729	177,219	169,012	90,795	23,531
March .....	448,820	223,535	115,350	66,249	31,476
Three Months Ended March	1,235,394	599,539	420,403	241,006	85,308

## LIST OF REPORTING FIRMS, MARCH, 1948

Addison Industries Limited	9-11 Hanna Ave., Toronto, Ontario
Brand & Millen Limited	Small Arms Bldg., Long Branch, Ontario
Breadner Co. Ltd.	1002 Somerset St. W., Ottawa, Ontario
Canadian Admiral Corporation Ltd.	Long Branch, Ontario
Canadian General Electric Co. Ltd.	212 King St. W., Toronto, Ontario
Canadian Marconi Company	211 St. Sacrament St., Montreal, Quebec
Canadian Westinghouse Company, Ltd.	Sanford Ave., Hamilton, Ontario
Chisholm Industries Limited	4515 Main St., Vancouver, British Columbia
Dominion Electrohome Industries Limited	Kitchener, Ontario
General Radionics Ltd.	465 Church St., Toronto, Ontario
Moffats Limited	23 Denison Rd. E., Weston, Ontario
Monarch Radio Mfg. Co.	3839 Arcade St., Montreal, Quebec
Northern Electric Company Limited	1050 Beaver Hall Hill, Montreal, Quebec
Philco Corporation of Canada, Limited	1244 Dufferin St., Toronto, Ontario
RCA Victor Company Limited	976 Lacasse St., Montreal, Quebec
Research Industries Limited	1086 Homer St., Vancouver, British Columbia
Rogers Majestic Limited	Leaside, Ontario
Sperton of Canada, Limited	Elm St., London, Ontario
Stewart-Warner Alemite Corporation of Canada, Ltd.	Belleville, Ontario
Stromberg-Carlson Company Limited	211 Geary Ave., Toronto, Ontario

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