

# RETAIL RADIO SALES IN THE UNITED STATES, 1922-1949

(Compiled for the 1950 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Tele-Tech.")

Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets In Use	Total Radio Sets in Use in U. S.
Number	Value	Number	Value	Number	Value	Value	Number	Number	
1922	100,000	\$5,000,000	1,000,000	\$8,000,000		\$60,000,000	2 60,000		1 400,000
1923	550,000	15,000,000	4,500,000	12,000,000		136,000,000	1,000,000		1 1,100,000
1924	1,500,000	100,000,000	12,000,000	38,000,000		358,000,000	2,500,000		3,000,000
1925	2,000,000	165,000,000	20,000,000	49,000,000		430,000,000	3,500,000		4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000		506,000,000	5,000,000		5,700,000
1927	1,350,000	168,000,000	41,200,000	67,300,000		425,600,000	6,500,000		7,000,000
1928	3,281,000	400,000,000	50,200,000	110,250,000		690,550,000	7,500,000		8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000		842,548,000	9,000,000		10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	496,432,000	12,048,762		13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	350,000,000	21,456,000	1,250,000	26,000,000
1935	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	2,000,000	30,500,000
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	33,000,000
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	37,800,000
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	28,000,000	40,800,000
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	28,700,000	46,300,000
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	29,200,000	51,000,000
1941	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	29,700,000	58,000,000
1942	4,400,000	154,000,000	37,700,000	94,000,000	350,000	12,250,000	360,000,000	30,800,000	59,340,000
1943	5 700,000	24,000,000	17,000,000	19,000,000			75,000,000	4 32,500,000	8,000,000
1944			22,000,000	25,000,000			85,000,000	5 33,100,000	7,000,000
1945	500,000	20,000,000	30,000,000	35,000,000			105,000,000	34,000,000	56,000,000
1946	14,000,000	700,000,000	170,000,000	200,000,000	150,000	9,000,000	825,000,000	35,000,000	60,000,000
1947	17,000,000	800,000,000	220,000,000	260,000,000	2,500,000	150,000,000	1,100,000,000	37,000,000	66,000,000
1948	16,000,000	800,000,000	200,000,000	230,000,000	3,500,000	210,000,000	950,000,000	40,000,000	74,000,000
1949	8,500,000	340,000,000	230,000,000	300,000,000	3,500,000	210,000,000	750,000,000	42,000,000	81,000,000

<sup>1</sup> Includes home-built sets.

<sup>2</sup> Figures for sets include value of tubes in receivers. Totals include exports. In normal years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.

<sup>3</sup> Based on Survey of Consumer Requirements, made at the request of the War Production Board Office of Civilian Requirements by the Bureau of the Census, U. S. Dept. of Commerce, Dec. 1943 (BROADCASTING, Dec. 20, 1943). Estimate of 700,000 sets sold includes 350,000 new and 350,000 used sets.

<sup>4</sup> Based on WPB Survey of Consumer Requirements (BROADCASTING, Dec. 20, 1943).

<sup>5</sup> Based on NAB estimate which includes homes possessing a usable radio set in any condition either working or temporarily not working because of missing tube or other part.

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