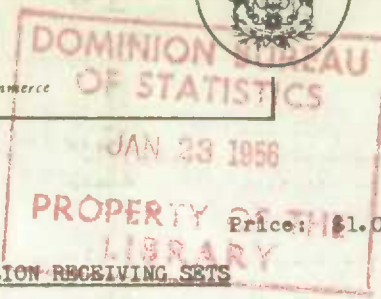


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RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during November, 1955, totalled 72,700 units valued at \$4,239,737 at list prices. Home sets totalled 54,567 units; portable and automobile sets totalled 13,856 units and combinations totalled 4,277 units.

Sales of television sets totalled 112,099 units, of which 54,551 were table models; 55,938 were consoles and 1,610 were three-way combinations. In dollar value the November, 1955, sales of television sets totalled \$34,175,482.

Table 1 - Producers' Domestic Sales of Television Sets, by Months, 1954 and 1955

Month	1954			1955		
	Table models	Consoles	Three-way combinations	Table models	Consoles	Three-way combinations
(Number of units)						
January	18,631	14,676	1,089	31,663	22,337	788
February	21,733	14,720	1,576	34,317	22,023	489
March	22,012	14,062	1,875	33,733	19,176	640
April	14,429	10,704	1,216	16,559	13,772	334
May	11,192	9,248	952	11,691	8,754	264
June	13,639	8,142	666	17,289	9,403	236
July	15,869	9,899	593	14,323	13,282	381
August	32,097	22,734	963	35,266	33,320	1,153
September	48,933	33,461	1,948	61,002	54,912	2,476
October	59,164	30,520	2,017	53,668	53,654	1,441
November	53,593	39,322	1,536	54,551	55,938	1,610
December	53,214	36,325	1,106			
Total	364,506	243,813	15,537			

Table 2 - Producers' Domestic Sales of Radio Receiving Sets, by Months, 1954 and 1955

Month	1954			1955		
	Home sets	Portable and auto	Combinations	Home sets	Portable and auto	Combinations
(Number of units)						
January	19,742	10,411	5,710	16,466	10,354	3,277
February	19,628	9,798	4,402	19,466	17,160	3,285
March	27,599	11,886	4,245	21,057	21,524	2,790
April	23,677	12,254	3,351	16,743	25,734	2,201
May	17,169	14,004	2,118	20,204	29,436	1,736
June	18,843	19,262	1,915	17,788	31,228	1,388
July	11,779	11,180	2,088	18,411	19,097	2,141
August	19,031	8,282	3,255	23,522	13,971	2,650
September	31,530	4,058	3,860	40,899	22,272	3,734
October	36,610	6,246	4,421	41,745	18,463	3,605
November	41,835	11,355	6,055	54,567	13,856	4,277
December	41,383	12,163	6,092			
Total	308,826	130,899	47,512			

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Table 3 - Production, Sales and Inventories of Television Receiving Sets, November, 1955

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table models</u>				
17" and under	23,980	15,225	16,190	23,015
18" - 22"	33,646	36,134	36,341	33,439
Over 22"	2,489	2,328	2,020	2,797
<u>Consoles</u>				
17" and under	2,303	184	824	1,663
18" - 22"	44,722	62,988	52,237	55,473
Over 22"	6,578	3,735	2,877	7,436
<u>Three-way combinations</u>				
17" and under	3	-	-	3
18" and over	1,980	1,091	1,610	1,461
Total all types	115,701	121,685	112,099	125,287

Table 4 - Production, Sales and Inventories of Radio Receiving Sets, November, 1955

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home sets</u>				
Standard: Under \$30	39,279	21,645	27,628	33,296
\$30 - \$50	22,435	16,164	11,647	26,952
Over \$50	4,048	1,554	1,037	4,565
Multi-band: Under \$65	1,278	5	197	1,086
Over \$65	2,501	-	666	1,835
Battery: Standard	580	1	71	510
Multi-band	775	306	246	835
Clock sets	19,284	12,202	13,075	18,411
Total home sets	90,180	51,877	54,567	87,490
<u>Portables</u>				
Battery-electric	8,532	1,885	2,185	8,232
Battery	1,773	349	355	1,767
Auto	23,591	11,773	11,316	24,048
<u>Combinations</u>				
Standard: Table and portable ..	2,498	277	1,026	1,749
Console - Under \$200.	1,987	59	746	1,300
Over \$200..	2,504	716	1,510	1,710
Multi-band: Table and portable ..	-	-	-	-
Console - Under \$200.	148	-	3	145
\$200 - \$300.	824	143	334	633
Over \$300..	850	783	658	975
Total combinations	8,811	1,978	4,277	6,512
Total all types	132,887	67,862	72,700	128,049

NOTE: Inventories: Include factory inventory plus distributors' inventories.

Sales: Distributors' sales, i.e., all sales to dealers and users.

Price classifications: Suggested list prices (including taxes).

Table 5 - Sales of Radio Receiving Sets, By Areas, November, 1955

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	4,693	14,233	21,473	4,116	2,549	3,486	4,017	54,567	2,068,544
Portables	111	305	1,520	102	119	135	248	2,540	130,822
Auto	106	313	9,975	177	116	314	315	11,316	1,006,786
Combinations	175	842	1,780	249	234	285	712	4,277	1,033,585
Total all types	5,085	15,693	34,748	4,644	3,018	4,220	5,292	72,700	4,239,737

* - Maritime Provinces and Newfoundland.

Table 6 - Sales of Television Receiving Sets, By Areas, November, 1955

Area	Table models			Consoles			Three-way combinations		Total all types
	17" and under	18"-22"	Over 22"	17" and under	18"-22"	Over 22"	17" and under	18" and over	
(Number of units)									
Nova Scotia	1,178	2,572	30	85	2,108	88	-	48	6,109
New Brunswick and Prince Edward Island	750	1,661	22	61	1,235	33	-	67	3,829
Newfoundland	271	342	2	6	355	7	-	65	1,048
Montreal area (1)	2,220	6,467	658	72	9,663	761	-	158	19,999
Quebec City area (2)	397	2,245	130	16	4,087	278	-	114	7,267
Other Quebec Province areas..	83	721	15	3	1,107	77	-	195	2,201
Toronto	2,415	4,073	281	57	7,854	571	-	105	15,356
Hamilton - Niagara	717	1,451	142	27	2,939	165	-	35	5,476
Windsor	416	958	51	14	1,141	83	-	20	2,683
Ottawa and Eastern Ontario(3)	1,062	2,860	248	24	3,517	121	-	59	7,891
Other Ontario	2,535	4,184	80	112	4,359	204	-	177	11,651
Manitoba (4)	1,266	1,967	61	125	3,749	85	-	87	7,340
Saskatchewan	334	1,214	37	83	1,476	69	-	71	3,284
Alberta	1,047	2,660	160	92	4,239	179	-	272	8,649
British Columbia	1,499	2,966	103	47	4,408	156	-	137	9,316
Canada	No. 16,190	36,341	2,020	824	52,237	2,877	-	1,610	112,099
	\$ 3,361,142	9,814,723	701,542	209,031	18,105,589	1,224,093	-	759,362	34,175,482

- (1) Montreal trading area including Sherbrooke.
- (2) Quebec City trading area including Rimouski.
- (3) Ottawa and Eastern Ontario includes Hull.
- (4) Manitoba includes Lakehead area (Port Arthur and Fort William).

NOTE: Price classifications: Suggested list prices (including taxes).

Table 7 - Production and Sales of Radio Receiving Sets, Eleven Months Ended November, 1955

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30	135,308	137,444
\$30 - \$50	70,617	76,715
Over \$50	9,243	8,231
Multi-band: Under \$65	1,953	4,217
Over \$65	727	5,858
Battery: Standard	515	1,449
Multi-band	2,441	3,721
Clock sets	51,086	53,233
Total home sets	271,890	290,868
<u>Portables</u>		
Battery - electric	25,282	25,001
Battery	5,293	5,546
<u>Auto</u>	183,308	192,548
<u>Combinations</u>		
Standard: Table and portable	3,510	7,052
Console - Under \$200	6,926	7,121
Over \$200	3,288	9,751
Multi-band: Table and portable	-	-
Console - Under \$200	570	414
\$200 - \$300	2,178	3,840
Over \$300	1,955	2,906
Total combinations	18,427	31,084
Total all types	504,200	545,047

Table 8 - Production and Sales of Television Receiving Sets, Eleven Months Ended November, 1955

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under	134,036	115,868
18" - 22"	255,167	239,569
Over 22"	10,896	8,625
<u>Consoles</u>		
17" and under	11,000	9,834
18" - 22"	322,398	282,201
Over 22"	20,026	14,536
<u>Three-way combinations</u>		
17" and under	-1	1
18" and over	8,883	9,811
Total all types	762,405	680,445

NOTE: Sales: Distributors' sales, i.e., all sales to dealers and users.

Price classifications: Suggested list prices (including taxes).

Table 9 - Sales of Television Receiving Sets, By Areas, Eleven Months Ended November, 1955

Area	Table models			Consoles			Three-way combinations		Total all types
	17" and under	18"-22"	Over 22"	17" and under	18"-22"	Over 22"	17" and under	18" and over	
	(Number of units)								
Nova Scotia	10,624	14,141	163	902	11,908	462	-	387	38,587
New Brunswick and Prince Edward Island	5,216	8,571	103	341	6,269	164	-	280	20,944
Newfoundland	1,953	2,946	52	188	2,538	95	-	290	8,062
Montreal area (1)	15,370	49,651	2,481	1,086	61,901	3,971	-1	1,558	136,017
Quebec City area (2)	3,779	13,276	505	477	17,314	987	-	364	36,702
Other Quebec Province areas..	535	2,513	35	34	3,699	261	-	226	7,303
Toronto	15,581	33,599	1,574	1,031	42,591	2,688	-	1,108	98,172
Hamilton - Niagara	4,777	11,524	572	437	13,550	869	-	195	31,924
Windsor	3,162	5,510	291	276	5,994	409	-	112	15,754
Ottawa and Eastern Ontario(3)	7,327	17,183	767	474	16,353	653	-	421	43,178
Other Ontario	14,480	21,715	509	1,361	21,909	908	-	998	61,880
Manitoba (4)	10,158	15,269	322	1,143	22,491	557	-	658	50,598
Saskatchewan	3,957	6,738	182	461	7,266	241	-	342	19,187
Alberta	7,793	14,622	516	872	20,682	1,099	1	1,686	47,271
British Columbia	11,156	22,311	553	751	27,736	1,172	1	1,186	64,866
Canada	No. 115,868	239,569	8,625	9,834	282,201	14,536	1	9,811	680,445
	\$ 24,983,435	66,482,993	2,992,273	2,564,285	99,184,516	6,298,768	179	4,845,533	207,351,982

(1) Montreal trading area including Sherbrooke.

(2) Quebec City trading area including Rimouski.

(3) Ottawa and Eastern Ontario includes Hull.

(4) Manitoba includes Lakehead area (Port Arthur and Fort William).

Table 10 - Sales of Radio Receiving Sets, By Areas, Eleven Months Ended November, 1955

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
	(Number of units)								
Home sets	25,750	75,928	104,176	22,417	14,186	24,856	23,555	290,868	11,260,403
Portables	1,496	4,932	16,137	1,427	1,067	1,894	3,594	30,547	1,724,281
Auto	2,617	9,479	166,144	2,765	2,131	5,497	3,915	192,548	17,572,432
Combinations	1,477	5,676	10,920	2,612	2,171	3,930	4,298	31,084	7,145,777
Total all types	31,340	96,015	297,377	29,221	19,555	36,177	35,362	545,047	37,702,893

* - Maritime Provinces and Newfoundland.

NOTE: Price classifications: Suggested list prices (including taxes).

Table 11 - Imports of Television Sets and Radio Receiving Sets, By Months, 1955

Month	Television sets		Radio receiving sets	
	Number	\$	Number	\$
January	729	54,643	1,346	146,066
February	765	54,742	687	35,645
March	464	33,609	1,660	40,250
April	464	29,874	3,567	73,084
May	234	16,975	3,379	104,790
June	591	55,518	9,044	155,673
July	309	29,778	2,244	80,040
August	378	41,354	3,957	141,454
September	345	30,704	2,157	84,096
Total nine months	4,279	347,197	28,041	861,098

NOTE: Data on imports during October and November are not yet available.

Table 12 - Exports of Radio Receiving Sets, By Months, 1955

Month	Number	\$
January	357	20,403
February	856	60,575
March	913	101,814
April	1,091	37,162
May	442	18,654
June	753	144,921
July	449	74,625
August	1,751	248,722
September	767	56,197
October	474	30,619
Total ten months	7,853	793,692

NOTE: Data on exports during November are not yet available.

Table 13 - Production, Shipments and Imports of Radio Tubes, By Months, 1955

Month	Radio and television receiving tubes			Imports		
	Production Number	Shipments		Radio tubes		Radio tube parts
		Number	Number	\$	Number	\$
January	1,307,017	1,235,464	772,148	1,179,796	1,023,882	503,922
February	1,350,487	957,665	679,331	1,021,114	1,019,869	355,254
March	1,697,854	1,175,574	717,558	1,024,862	1,128,591	478,463
April	1,306,178	813,800	529,856	715,315	671,779	428,751
May	1,254,753	1,090,967	621,816	627,436	567,714	482,413
June	1,465,156	1,014,197	608,592	616,400	594,950	559,528
July	686,443	921,039	473,630	823,033	825,293	316,033
August	1,253,738	1,090,817	566,377	1,114,508	1,003,451	590,627
September	1,566,777	1,993,462	1,035,388	1,670,065	1,438,719	507,034
October	1,387,121	1,766,507	977,946		Not yet available	
November	1,730,691	1,431,800	809,778		Not yet available	
Total eleven months.	15,006,215	13,491,292	7,792,420			

* Includes radio transmitting tubes and special purpose tubes as well as radio receiving tubes. Does not include television picture or camera tubes.

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