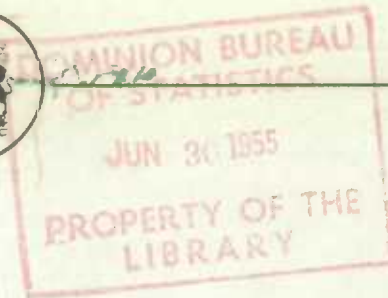


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RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during March, 1955, totalled 45,371 units valued at \$3,500,494 at list prices. Home sets totalled 21,057 units; portable and automobile sets totalled 21,524 units and combinations totalled 2,790 units.

Sales of television sets totalled 53,549 units of which 33,733 were table models; 19,176 were consoles and 640 were three-way combinations. In dollar value the March, 1955, sales of television sets totalled \$15,816,791.

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			
May	11,192	9,248	952			
June	13,639	8,142	666			
July	15,869	9,899	593			
August	32,097	22,734	963			
September	48,933	33,461	1,948			
October	59,164	30,520	2,017			
November	53,593	39,322	1,536			
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			
May	17,169	14,004	2,118			
June	18,843	19,262	1,915			
July	11,779	11,180	2,088			
August	19,031	8,282	3,255			
September	31,530	4,058	3,860			
October	36,610	6,246	4,421			
November	41,835	11,355	6,055			
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, March, 1955

	Starting inventory	Factory production	Sales	Closing inventory
(Number of units)				
<u>Table models</u>				
17" and under	7,803	18,566	12,570	13,799
18" - 22"	24,903	27,641	20,806	31,738
Over 22"	2,311	188	357	2,142
<u>Consoles</u>				
17" and under	1,423	1,184	770	1,837
18" - 22"	25,231	25,429	17,318	33,342
Over 22"	4,596	297	1,088	3,805
<u>Three-way combinations</u>				
17" and under	3	2	1	4
18" and over	1,856	669	639	1,886
Total all types	68,126	73,976	53,549	88,553

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

	Starting inventory	Factory production	Sales	Closing inventory
(Number of units)				
<u>Home sets</u>				
Standard: Under \$30	41,213	6,474	8,611	39,076
\$30 - \$50	31,236	7,586	6,462	32,360
Over \$50	2,616	2,178	1,031	3,763
Multi-band: Under \$65	3,848	303	547	3,604
Over \$65	5,920	24	749	5,195
Battery: Standard	1,228	3	71	1,160
Multi-band	3,675	3	262	3,416
Clock sets	17,945	4,742	3,324	19,363
Total home sets	107,681	21,313	21,057	107,937
<u>Portables</u>				
Battery-electric	9,119	563	960	8,722
Battery	2,138	-3	109	2,026
<u>Auto</u>	27,224	22,627	20,455	29,396
<u>Combinations</u>				
Standard: Table and portable ..	3,928	110	561	3,477
Console - Under \$200.	1,897	303	417	1,783
Over \$200..	4,668	10	997	3,681
Multi-band: Table and portable ..	-	-	-	-
Console - Under \$200.	9	-1	-10	18
\$200 - \$300	2,178	125	507	1,796
Over \$300..	1,796	59	318	1,537
Total combinations	14,476	606	2,790	12,292
Total all types	160,638	45,106	45,371	160,373

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, March, 1955

	Atlantic*	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A		
	Provinces							Units	\$	
	(Number of units)									
Home sets	1,956	4,758	7,325	1,435	1,153	2,409	2,021	21,057	843,679	
Portables	40	239	570	57	23	42	98	1,069	69,099	
Auto	276	1,064	18,172	195	144	381	223	20,455	1,914,980	
Combinations	177	463	942	283	258	437	230	2,790	672,736	
Total all types	2,449	6,524	27,009	1,970	1,578	3,269	2,572	45,371	3,500,494	

* - Maritime Provinces and Newfoundland.

Table 6 - Sales of Television Receiving Sets, By Areas, March, 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	
Nova Scotia	1,215	1,387	25	42	1,094	91	-	14	3,868
New Brunswick and Prince Edward Island	793	795	17	45	766	15	-	17	2,448
Newfoundland	1	1	-	-	1	2	-	1	6
Montreal Area(1)	1,247	4,373	89	100	3,334	257	-	94	9,494
Quebec City Area(2)	457	891	14	32	1,034	71	-	30	2,519
Other Quebec Province Areas.	12	67	-	-	69	-	-	1	149
Toronto	2,201	4,137	21	107	2,723	112	-	93	9,394
Hamilton - Niagara	451	774	15	65	755	43	-	14	2,117
Windsor	563	345	10	39	367	30	-	4	1,368
Ottawa and Eastern Ontario(3)	612	1,415	24	32	907	70	-	21	3,081
Other Ontario	1,325	1,629	35	109	1,120	75	-	27	4,320
Manitoba(4)	1,149	1,421	8	169	1,623	19	-	54	4,443
Saskatchewan	462	541	29	23	489	37	-	20	1,555
Alberta	790	1,079	41	42	1,250	154	1	196	3,553
British Columbia	1,292	1,951	29	11	1,786	112	-	63	5,244
Canada	12,570	20,806	357	770	17,318	1,088	1	639	53,549
	\$ 2,788,700	5,682,040	115,190	190,711	6,212,612	485,837	250	341,451	15,816,791

(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 classification: Suggested list prices (including taxes).

Table 7 - Production and Sales of Radio Receiving Sets, Three Months Ended March, 1955

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30	29,105	25,346
\$30 - \$50	15,504	16,246
Over \$50	2,291	2,095
Multi-band: Under \$65	1,512	1,465
Over \$65	107	1,678
Battery: Standard	17	309
Multi-band	2,013	705
Clock sets	8,469	9,145
Total home sets	59,018	56,989
<u>Portables</u>		
Battery - electric	3,478	2,381
Battery	42	203
Auto	42,562	46,454
<u>Combinations</u>		
Standard: Table and portable	362	1,698
Console - Under \$200	360	1,130
Over \$200	821	3,994
Multi-band: Table and portable	-	-
Console - Under \$200	5	-9
\$200 - \$300	365	1,619
Over \$300	531	920
Total combinations	2,444	9,352
Total all types	107,544	115,379

Table 8 - Production and Sales of Television Receiving Sets, Three Months Ended March, 1955

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under	44,456	35,435
18" - 22"	76,457	62,270
Over 22"	3,630	2,008
<u>Consoles</u>		
17" and under	4,130	3,097
18" - 22"	75,535	56,998
Over 22"	5,277	3,441
<u>Three-way combinations</u>		
17" and under	-	-
18" and over	1,416	1,917
Total all types	210,901	165,166

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, Three Months Ended March, 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	
Nova Scotia	3,207	3,971	70	213	2,792	117	-	53	10,423
New Brunswick and Prince Edward Island	1,862	2,201	48	85	1,601	23	-	53	5,693
Newfoundland	11	25	-	-	14	2	-	1	53
Montreal Area(1)	3,547	12,276	342	380	12,385	818	-1	444	30,191
Quebec City Area(2)	1,144	3,173	35	179	3,577	189	-	79	8,376
Other Quebec Province Areas.	117	378	1	18	384	8	-	3	909
Toronto	6,036	10,429	637	484	8,946	1,033	-	203	27,768
Hamilton - Niagara	1,513	2,811	103	190	2,626	182	-	41	7,466
Windsor	1,297	1,231	86	126	1,298	87	-	11	4,136
Ottawa and Eastern Ontario(3)	1,780	3,843	102	176	2,803	128	-	85	8,917
Other Ontario	3,982	5,306	157	412	4,134	212	-	150	14,353
Manitoba(4)	3,660	5,204	116	402	5,109	143	-	147	14,781
Saskatchewan	1,363	1,995	55	49	1,565	54	-	65	5,166
Alberta	2,578	3,004	146	196	3,738	244	1	388	10,295
British Columbia	3,298	6,423	110	187	6,026	201	-	194	16,439
Canada	35,435	62,270	2,008	3,097	56,998	3,441	-	1,917	165,166
	\$ 8,058,860	17,820,560	691,506	825,688	21,580,514	1,561,723	-450	1,136,062	51,674,463

(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, Three Months Ended March, 1955

	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
	(Number of units)								
Home sets	5,173	14,542	19,934	3,725	3,232	5,869	4,494	56,989	2,275,201
Portables	145	529	1,058	224	69	154	405	2,584	206,872
Auto	412	1,479	42,748	333	237	836	409	46,454	4,067,639
Combinations	398	1,511	2,823	866	819	1,566	1,369	9,552	2,350,349
Total all types	6,128	18,061	66,583	5,148	4,357	8,425	6,677	115,379	8,900,061

1 - 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
Total three months	1,958	142,994	3,693	221,961

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

Month	Number	\$
January	357	20,403
February	856	60,575
March	913	101,814
Total three months	2,126	182,792

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

Month	Radio and television receiving tubes			Imports		
	Production	Shipments		Radio tubes*		Radio tube parts
		Number	Number	\$	Number	\$
January	1,307,017	1,903,336	1,066,304	1,179,796	1,023,882	503,922
February	1,350,487	1,339,881	924,190	1,021,114	1,019,869	355,254
March	1,697,854	1,053,769	649,383	1,024,862	1,128,591	478,463
Total three months..	4,355,358	4,296,986	2,639,877	3,225,772	3,172,342	1,337,639

* - 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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