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RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during July, 1955, totalled 39,649 units valued at \$2,624,171 at list prices. Home sets totalled 18,411 units; portable and automobile sets totalled 19,097 units and combinations totalled 2,141 units.

Sales of television sets totalled 27,986 units, of which 14,323 were table models; 13,262 were consoles and 381 were three-way combinations. In dollar value the July, 1955, sales of television sets totalled \$8,764,727.

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			
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	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			
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			

Prepared in the Metal and Chemical Products Section, Industry and Merchandising Division.

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

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table models</u>				
17" and under .....	26,379	5,728	3,917	28,190
18" - 22" .....	39,469	7,091	10,123	36,437
Over 22" .....	3,213	817	283	3,747
<u>Consoles</u>				
17" and under .....	2,559	4	233	2,330
18" - 22" .....	49,009	11,878	12,828	48,059
Over 22" .....	5,375	298	221	5,452
<u>Three-way combinations</u>				
17" and under .....	1	3	-	4
18" and over .....	1,956	321	381	1,896
<b>Total all types .....</b>	<b>127,961</b>	<b>26,140</b>	<b>27,986</b>	<b>126,115</b>

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

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home sets</u>				
Standard: Under \$30 .....	52,909	10,792	9,185	54,516
\$30 - \$50 .....	30,201	5,225	3,486	31,940
Over \$50 .....	3,611	105	335	3,381
Multi-band: Under \$65 .....	2,223	439	421	2,241
Over \$65 .....	4,696	-	395	4,301
Battery: Standard .....	703	456	474	685
Multi-band .....	2,568	9	374	2,203
Clock sets .....	18,868	1,353	3,741	16,480
<b>Total home sets .....</b>	<b>115,779</b>	<b>18,379</b>	<b>18,411</b>	<b>115,747</b>
<u>Portables</u>				
Battery-electric .....	11,340	3,642	3,430	11,552
Battery .....	2,043	-11	24	2,008
<u>Auto</u> .....	<b>25,424</b>	<b>15,016</b>	<b>15,643</b>	<b>24,797</b>
<u>Combinations</u>				
Standard: Table and portable ...	2,910	358	440	2,828
Console - Under \$200..	1,975	1,509	1,038	2,446
Over \$200...	3,655	-1	261	3,393
Multi-band: Table and portable ...	-	-	-	-
Console - Under \$200..	3	103	68	38
\$200 - \$300.	829	254	117	966
Over \$300...	1,362	2	217	1,147
<b>Total combinations .....</b>	<b>10,734</b>	<b>2,225</b>	<b>2,141</b>	<b>10,818</b>
<b>Total all types .....</b>	<b>165,320</b>	<b>39,251</b>	<b>39,649</b>	<b>164,922</b>

**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, July, 1955

	Atlantic*	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
	Provinces							Units	\$
	(Number of units)								
Home sets .....	2,728	3,810	6,269	1,815	828	1,361	1,600	18,411	669,374
Portables .....	189	991	1,280	207	172	168	447	3,454	188,450
Auto .....	297	1,345	12,281	233	275	508	704	15,643	1,329,281
Combinations .....	166	497	521	245	182	261	269	2,141	437,066
Total all types .....	3,380	6,643	20,351	2,500	1,457	2,298	3,020	39,649	2,624,171

\* - Maritime Provinces and Newfoundland.

Table 6 - Sales of Television Receiving Sets, By Areas, July, 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 .....	353	526	5	48	661	16	-	66	1,675
New Brunswick and Prince Edward Island .....	159	248	-	9	201	2	-	17	636
Newfoundland .....	151	410	-	14	217	-	-	17	809
Montreal area (1) .....	375	2,091	53	16	3,140	57	-	54	5,786
Quebec City area (2) .....	193	505	8	2	379	11	-	1	1,099
Other Quebec Province areas..	17	67	-	2	77	-	-	-	163
Toronto .....	313	1,682	160	5	1,620	38	-	44	3,862
Hamilton - Niagara .....	100	460	5	3	903	9	-	3	1,483
Windsor .....	64	294	3	5	259	1	-	7	633
Ottawa and Eastern Ontario (3)	356	855	24	15	792	44	-	17	2,103
Other Ontario .....	627	698	7	12	1,129	-3	-	68	2,538
Manitoba (4) .....	318	425	4	14	984	5	-	12	1,762
Saskatchewan .....	323	283	2	2	315	2	-	3	930
Alberta .....	225	430	1	56	712	15	-	17	1,456
British Columbia .....	341	1,149	11	30	1,439	24	-	55	3,049
Canada .....	No. 3,915	10,123	283	233	12,828	221	-	381	27,986
	\$ 834,565	3,302,213	102,337	64,090	4,254,546	63,039	-	143,937	8,764,727

- (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).

Radio and Television Receiving Sets

Table 7 - Production and Sales of Radio Receiving Sets, Seven Months Ended July, 1955

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30 .....	74,963	55,689
\$30 - \$50 .....	37,042	38,192
Over \$50 .....	4,373	4,540
Multi-band: Under \$65 .....	1,952	3,061
Over \$65 .....	716	3,381
Battery: Standard .....	471	1,238
Multi-band .....	2,125	2,037
Clock sets .....	18,349	21,997
<b>Total home sets .....</b>	<b>139,991</b>	<b>130,135</b>
<u>Portables</u>		
Battery - electric .....	21,349	17,523
Battery .....	4,243	4,188
<u>Auto</u> .....	124,331	132,822
<u>Combinations</u>		
Standard: Table and portable .....	931	3,394
Console - Under \$200 .....	4,286	3,335
Over \$200 .....	1,128	5,908
Multi-band: Table and portable .....	-	-
Console - Under \$200 .....	120	71
\$200 - \$300 .....	1,314	2,643
Over \$300 .....	688	1,467
<b>Total combinations .....</b>	<b>8,467</b>	<b>16,818</b>
<b>Total all types .....</b>	<b>298,381</b>	<b>301,486</b>

Table 8 - Production and Sales of Television Receiving Sets, Seven Months Ended July, 1955

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under .....	80,063	56,729
18" - 22" .....	118,649	100,258
Over 22" .....	5,809	2,588
<u>Consoles</u>		
17" and under .....	6,521	4,713
18" - 22" .....	131,317	98,985
Over 22" .....	8,537	5,049
<u>Three-way combinations</u>		
17" and under .....	-1	1
18" and over .....	2,643	3,131
<b>Total all types .....</b>	<b>353,538</b>	<b>271,454</b>

**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, Seven Months Ended July, 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 .....	5,288	6,421	81	477	4,874	254	-	145	17,540
New Brunswick and Prince Edward Island .....	2,871	3,628	49	178	2,457	79	-	89	9,341
Newfoundland .....	903	1,026	22	84	599	19	-	37	2,690
Montreal area (1) .....	6,803	20,699	510	454	22,256	1,276	-1	622	52,619
Quebec City area (2) .....	1,646	4,583	61	202	5,019	243	-	98	11,852
Other Quebec Province areas..	167	609	3	19	635	18	-	4	1,455
Toronto .....	8,520	16,231	822	552	15,809	1,228	-	476	43,638
Hamilton - Niagara .....	2,281	4,517	116	280	4,835	264	-	58	12,351
Windsor .....	1,778	2,219	104	187	2,301	129	-	31	6,749
Ottawa and Eastern Ontario(3)	3,052	6,213	151	244	5,019	195	-	143	15,017
Other Ontario .....	6,380	8,060	177	571	7,689	291	-	288	23,456
Manitoba (4) .....	5,570	7,572	124	587	8,060	284	-	197	22,394
Saskatchewan .....	2,079	2,867	64	89	2,378	69	-	97	7,643
Alberta .....	3,957	5,106	160	459	6,302	332	1	493	16,810
British Columbia .....	5,432	10,507	144	330	10,752	368	1	363	27,897
Canada .....	56,727	100,257	2,588	4,713	98,985	5,049	1	3,131	271,451
	\$ 12,651,186	29,272,957	897,774	1,252,344	36,824,190	2,266,046	179	1,767,058	84,931,734

- (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, Seven Months Ended July, 1955

	Atlantic*	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
	Provinces							Units	\$
	(Number of units)								
Home sets .....	13,365	34,286	45,510	8,807	5,922	12,125	10,120	130,135	5,126,492
Portables .....	1,034	3,812	11,566	1,015	726	1,330	2,228	21,711	1,215,254
Auto .....	1,844	7,021	114,531	1,801	1,450	3,875	2,300	132,822	11,922,053
Combinations .....	893	2,968	5,260	1,543	1,340	2,602	2,212	16,818	4,020,779
Total all types .....	17,136	48,087	176,867	13,166	9,438	19,932	16,860	301,486	22,284,578

\* - 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
Total seven months .....	3,556	275,139	21,927	635,548

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
Total seven months .....	4,861	458,154

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	1,903,336	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
April .....	1,306,178	936,993	616,118	715,315	671,779	428,751
May .....	1,254,753	1,208,993	698,233	627,436	567,714	482,413
June .....	1,465,156	1,126,300	686,208	616,400	594,950	559,528
July .....	686,443	1,033,447	549,752	823,033	825,293	316,033
Total seven months..	9,067,888	8,602,719	5,190,188	6,007,956	5,832,078	3,124,364

\* - 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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