

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Historical File Copy



DOMINION BUREAU OF STATISTICS

1957

PROPERTY OF THE LIBRARY

Vol. 11 - No. 10

October, 1956

Price: \$1.00 per year, 10¢ per copy

RADIO AND TELEVISION RECEIVING SETS

(Including Record Players)*

Table 1 - Producers' Domestic Sales of Radio Receiving Sets, by Months, 1955 and 1956

Month	1 9 5 5			1 9 5 6		
	Home sets	Portable and auto	Combinations	Home sets	Portable and auto	Combinations
	(Number of units)					
January	16,466	10,354	3,277	17,127	10,775	2,485
February	19,466	17,160	3,285	27,777	16,633	2,521
March	21,057	21,524	2,790	28,071	21,546	2,221
April	16,743	25,734	2,201	26,905	36,806	3,064
May	20,204	29,436	1,736	25,984	37,959	2,332
June	17,788	31,228	1,388	19,142	28,552	1,578
July	18,411	19,097	2,141	19,972	18,230	2,049
August	23,522	13,971	2,650	34,367	11,967	3,849
September	40,899	22,272	3,734	42,755	7,765	4,069
October	41,745	18,463	3,605	52,675	18,936	5,007
November	54,567	13,856	4,277			
December	46,479	14,313	4,154			
Total	337,347	237,408	35,238			

Table 2 - Producers' Domestic Sales of Television Sets, by Months, 1955 and 1956

Month	1 9 5 5			1 9 5 6		
	Table models	Consoles	Three-way combinations	Table models	Consoles	Three-way combinations
	(Number of units)					
January	31,663	22,337	788	27,396	23,161	1,382
February	34,317	22,023	489	25,410	26,090	1,140
March	33,733	19,176	640	16,400	19,896	1,083
April	16,559	13,772	334	9,052	14,743	500
May	11,691	8,754	264	10,101	9,504	483
June	17,289	9,403	236	12,329	14,358	370
July	14,323	13,282	381	19,186	16,067	475
August	35,266	33,320	1,153	26,285	32,295	489
September	61,002	54,912	2,476	35,963	57,643	1,598
October	53,668	53,654	1,441	39,121	42,614	2,102
November	54,551	55,938	1,610			
December	41,634	41,523	1,355			
Total	405,696	348,094	11,167			

* Monthly information first collected in January, 1956.

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

6512-516-106

Table 3 - Production, Sales and Inventories, October, 1956

	Starting inventory	Factory production	Sales	Closing inventory
(A) RADIO RECEIVING SETS				
(Number of units)				
<u>Home sets</u>				
Standard: Under \$30	54,556	25,405	26,112	53,849
\$30 - \$50	35,043	13,147	13,735	34,455
Over \$50	1,809	67	489	1,387
Multi-band: Under \$65	244	-	6	238
Over \$65	1,730	90	473	1,347
Battery: Standard	129	27	47	109
Multi-band	128	809	289	648
Clock sets	32,475	19,484	11,524	40,435
Total home sets	126,114	59,029	52,675	132,468
<u>Portables</u>				
Battery-electric	15,728	1,605	2,490	14,843
Battery	5,193	22	672	4,543
Auto	20,252	8,590	15,774	13,068
<u>Combinations</u>				
Standard: Table and portable	4,095	18	217	3,896
Console - Under \$200 ...	2,659	1,978	1,687	2,950
Over \$200	4,354*	1,650	1,770	4,234
Multi-band: Table and portable	-	-	-	-
Console - Under \$200 ...	469	-	-	469
\$200 - \$300 ..	1,382	1,310	924	1,768
Over \$300	682*	588	409	861
Total combinations	13,641	5,544	5,007	14,178
Total radio receiving sets	180,928	74,790	76,618	179,100
(B) RECORD PLAYERS				
<u>With amplifier</u>				
Under \$50	11,886	18,123	16,974	13,035
\$50 - \$99	3,351	7,063	5,914	4,500
\$100 - \$199	7,977	3,807	2,616	9,168
\$200 - \$300	1,463	1,912	985	2,390
Over \$300	1,248	753	598	1,403
Without amplifier	14,507	1,758	3,035	13,230
Total record players	40,432	33,416	30,122	43,726
(C) TELEVISION RECEIVING SETS				
<u>Table models</u>				
17" and under	32,323	9,544	13,592	28,275
18" - 22"	43,054*	23,815	25,152	41,717
Over 22"	1,877*	79	377	1,579
<u>Consoles</u>				
17" and under	-	-	-	-
18" - 22"	69,118*	35,780	40,827	64,071
Over 22"	7,249	88	1,787	6,351
Three-way combinations	3,596	2,400	2,102	3,894
Total television receiving sets	157,217*	72,507	83,837	145,887

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

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

* Revised.

Radio and Television Receiving Sets - 3 -

Table 4 - Production and Sales of Radio Receiving Sets, Ten Months Ended October, 1956

	Factory production	Sales
	(Number of units)	
(A) RADIO RECEIVING SETS		
<u>Home sets</u>		
Standard: Under \$30	161,463	148,678
\$30 - \$50	78,663	68,058
Over \$50	3,198	4,526
Multi-band: Under \$65	1,033	1,308
Over \$65	4,168	3,916
Battery: Standard	402	936
Multi-band	3,349	2,851
Clock sets	86,203	64,502
Total home sets	338,473	294,775
<u>Portables</u>		
Battery-electric	40,773	33,394
Battery	14,605	12,033
<u>Auto</u>	157,843	163,742
<u>Combinations</u>		
Standard: Table and portable	4,481	2,761
Console - Under \$200	12,920	10,632
Over \$200	10,958	7,702
Multi-band: Table and portable	-	-
Console - Under \$200	500	176
\$200 - \$300	6,766	5,653
Over \$300	2,263	2,251
Total combinations	37,888	29,175
Total radio receiving sets	589,588	533,119
(B) RECORD PLAYERS		
<u>With amplifier</u>		
Under \$50	85,712	78,109
\$50 - \$99	20,743	20,376
\$100 - \$199	17,687	12,491
\$200 - \$300	4,643	2,949
Over \$300	3,332	3,197
<u>Without amplifier</u>	10,475	13,664
Total record players	142,592	130,786
(C) TELEVISION RECEIVING SETS		
<u>Table models</u>		
17" and under	70,721	64,562
18" - 22"	162,689	151,671
Over 22"	3,124	5,010
<u>Consoles</u>		
17" and under	-	964
18" - 22"	244,858	243,012
Over 22"	11,378	12,395
<u>Three-way combinations</u>	12,094	9,622
Total television receiving sets	504,862	487,236

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

Radio and Television Receiving Sets - 4 -

Table 5 - Sales of Radio Receiving Sets, By Areas, October, 1956

	Home sets	Portables	Auto	Combinations	Total radio receivers
(Number of units)					
Atlantic provinces*	3,461	178	155	252	4,046
Quebec	12,915	576	803	1,062	15,356
Ontario	21,661	1,440	13,569	1,606	38,276
Manitoba	4,766	205	377	366	5,714
Saskatchewan	2,611	111	200	414	3,336
Alberta	3,152	253	338	689	4,432
British Columbia ..	4,109	399	332	618	5,458
Canada	No. 52,675	3,162	15,774	5,007	76,618
\$.	1,855,544	204,805	1,338,783	1,318,560	4,717,692

Table 6 - Sales of Radio Receiving Sets, By Areas, Ten Months Ended October, 1956

	Home sets	Portables	Auto	Combinations	Total radio receivers
(Number of units)					
Atlantic provinces*	23,249	2,285	3,008	1,862	30,404
Quebec	77,832	7,615	12,997	6,124	104,568
Ontario	110,816	23,253	130,830	8,955	273,854
Manitoba	21,940	2,890	3,820	2,374	31,024
Saskatchewan	13,123	1,228	1,982	1,947	18,280
Alberta	21,239	2,696	6,124	3,536	33,595
British Columbia ..	26,509	5,527	4,981	4,377	41,394
Canada	No. 294,708	45,494	163,742	29,175	533,119
\$.	10,599,533	2,373,077	14,433,719	6,975,294	34,381,623

Table 7 - Sales of Record Players, By Areas

	October, 1956	Ten Months ended October, 1956
(Number of units)		
Atlantic provinces*	1,944	9,557
Quebec	6,671	37,759
Ontario	12,089	50,931
Manitoba	2,326	7,938
Saskatchewan	957	3,750
Alberta	2,506	8,575
British Columbia	3,629	12,276
Canada	No. 30,122	130,786
\$.	1,529,543	6,953,943

* Maritime provinces and Newfoundland.

Table 8 - Sales of Television Receiving Sets, By Areas, October, 1956

Area	Table models			Consoles			Three-way combinations	Total all types
	17" and under	18"-22"	Over 22"	17" and under	18"-22"	Over 22"		
(Number of units)								
Nova Scotia	834	755	35	-	1,355	51	51	3,081
New Brunswick and Prince Edward Island	388	689	4	-	1,306	74	37	2,498
Newfoundland	448	138	-	-	104	1	3	694
Montreal area (1)	2,317	4,774	99	-	8,559	528	209	16,486
Quebec City area (2)	617	1,892	11	-	2,771	68	55	5,414
Other Quebec Province areas	115	729	-	-	1,333	119	134	2,430
Toronto	1,692	3,746	114	-	5,729	307	125	11,713
Hamilton - Niagara	469	1,063	1	-	2,075	66	24	3,698
Windsor	202	310	-	-	882	16	24	1,434
Ottawa and Eastern Ontario (3)	800	1,536	5	-	2,077	57	50	4,525
Other Ontario	1,343	2,503	6	-	3,778	83	165	7,878
Manitoba (4)	1,542	2,028	15	-	3,507	107	141	7,340
Saskatchewan	576	1,264	5	-	1,677	47	193	3,762
Alberta	1,025	1,424	5	-	2,591	89	311	5,445
British Columbia	1,224	2,301	77	-	3,083	174	580	7,439
Canada	No. 13,592	25,152	377	-	40,827	1,787	2,102	83,837
	\$. 2,612,414	6,847,718	124,558	-	14,477,310	744,588	1,067,877	25,874,465

- (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 9 - Sales of Television Receiving Sets, By Areas, Ten months Ended October, 1956

Area	Table models			Consoles			Three-way combinations	Total all types
	17" and under	18"-22"	Over 22"	17" and under	18"-22"	Over 22"		
(Number of units)								
Nova Scotia	5,046	6,975	222	58	7,720	361	256	20,638
New Brunswick and Prince Edward Island	2,849	4,945	82	72	6,007	263	198	14,416
Newfoundland	2,299	1,256	18	8	876	14	62	4,533
Montreal area (1)	10,041	29,663	1,247	207	51,501	3,321	1,376	97,356
Quebec City area (2)	2,653	10,962	162	90	17,644	711	396	32,618
Other Quebec Province areas	646	3,082	15	18	7,106	403	396	11,666
Toronto	8,057	23,604	908	119	39,034	1,933	952	74,607
Hamilton - Niagara	2,364	7,342	362	22	11,983	957	195	23,225
Windsor	1,439	3,690	120	18	5,928	336	141	11,672
Ottawa and Eastern Ontario (3)	3,786	9,816	251	53	14,351	522	389	29,168
Other Ontario	6,887	15,551	378	33	21,322	915	1,249	46,335
Manitoba (4)	5,469	9,334	199	37	16,760	520	741	33,060
Saskatchewan	2,479	4,990	301	29	7,480	316	456	16,051
Alberta	5,676	9,584	233	110	16,574	735	1,380	34,292
British Columbia	4,871	10,877	512	90	18,726	1,088	1,435	37,599
Canada	No. 64,562	151,671	5,010	964	243,012	12,395	9,622	487,236
	\$ 12,583,629	39,755,331	1,647,010	245,679	82,652,533	5,130,679	4,627,150	146,642,011

- (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 10 - Imports of Television Sets and Radio Receiving Sets

	August, 1956 *		Eight months ended August, 1956	
	Number	\$	Number	\$
Radio receiving sets	3,337	82,296	42,298	1,290,260
Television sets	1,008	126,025	5,391	499,320

* Latest available.

Table 11 - Exports of Radio Receiving Sets

	October, 1956		Ten months ended October, 1956	
	Number	\$	Number	\$
Radio receiving sets	216	7,585	5,470	531,266

Table 12 - Production, Shipments and Imports of Radio Tubes, By Months, 1955 and 1956.

Month	Radio and television receiving tubes			Imports		
	Production	Shipments		Radio tubes ^x		Radio tube parts
	Number	Number	\$	Number	\$	\$
<u>1955</u>						
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	473,951
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	2,095,006	1,592,176	597,156
November ...	1,730,691	1,431,800	809,778	2,179,126	1,567,866	845,687
December ...	1,699,882	1,012,827	609,158	1,325,107	1,199,497	721,231
Total	16,706,097	14,504,119	8,401,578	14,391,767	12,633,787	6,269,423
<u>1956</u>						
January	1,577,891	1,139,294	709,634	920,927	914,307	633,500
February ...	1,511,422	1,044,584	657,857	814,598	787,019	762,821
March	1,617,575	1,146,401	683,679	831,413	955,609	705,218
April	1,367,052	903,790	592,232	747,725	905,558	527,882
May	1,245,114	856,627	501,030	737,222	933,063	751,734
June	1,343,662	1,169,406	854,201	555,219	657,725	645,050
July	1,066,032	943,839	578,504	584,868	619,199	467,543
August	1,084,600	1,382,345	842,370	726,393	676,873	465,820
September ..	1,722,855	1,712,402	1,117,906			
October	1,491,747	1,527,459	979,245			
Total	14,027,950	11,826,147	7,516,658			

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

STATISTICS CANADA LIBRARY
BIBLIOTHEQUE STATISTIQUE CANADA



1010669646