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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			
May .....	20,204	29,436	1,736			
June .....	17,788	31,228	1,388			
July .....	18,411	19,097	2,141			
August .....	23,522	13,971	2,650			
September .....	40,899	22,272	3,734			
October .....	41,745	18,463	3,605			
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			
May .....	11,691	8,754	264			
June .....	17,289	9,403	236			
July .....	14,323	13,282	381			
August .....	35,266	33,320	1,153			
September .....	61,002	54,912	2,476			
October .....	53,668	53,654	1,441			
November .....	54,551	55,938	1,610			
December .....	41,634	41,523	1,355			
Total .....	405,696	348,094	11,167			

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\* Monthly information first collected in January, 1956.

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Table 3 - Production, Sales and Inventories, March, 1956.

	Starting inventory*	Factory production	Sales	Closing inventory.
(Number of units)				
<b>(A) RADIO RECEIVING SETS</b>				
<u>Home sets</u>				
Standard: Under \$30 .....	43,654	29,134	15,297	57,491
\$30 - \$50 .....	31,201	7,570	5,361	33,410
Over \$50 .....	3,070	-	331	2,739
Multi-band: Under \$65 .....	644	300	308	636
Over \$65 .....	1,076	-	286	790
Battery: Standard .....	405	-	93	312
Multi-band .....	295	1,032	337	990
Clock sets .....	18,954	6,819	6,058	19,715
Total home sets .....	99,299	44,855	28,071	116,083
<u>Portables</u>				
Battery-electric .....	8,270	937	1,910	7,297
Battery .....	2,722	1,567	1,053	3,236
Auto .....	29,299	20,872	18,583	31,588
<u>Combinations</u>				
Standard: Table and portable ....	2,813	67	328	2,552
Console - Under \$200 ..	481	240	438	283
Over \$200 ...	1,007	703	770	940
Multi-band: Table and portable ....	-	-	-	-
Console - Under \$200 ..	133	-	1	132
\$200 - \$300 ..	341	709	399	651
Over \$300 ...	1,104	247	285	1,066
Total combinations .....	5,879	1,966	2,221	5,624
Total radio receiving sets .....	145,469	70,197	51,838	163,828
<b>(B) RECORD PLAYERS</b>				
<u>With amplifier</u>				
Under \$50 .....	5,232	6,125	5,378	5,979
\$50 - \$99 .....	3,798	2,567	2,100	4,265
\$100 - \$199 .....	2,795	1,532	1,168	3,159
\$200 - \$300 .....	799	50	11	838
Over \$300 .....	934	44	197	781
Without amplifier .....	15,505	1,471	2,279	14,697
Total record players .....	29,063	11,789	11,133	29,719
<b>(C) TELEVISION RECEIVING SETS</b>				
<u>Table models</u>				
17" and under .....	12,955	5,029	4,722	13,262
18" - 22" .....	40,304	19,849	10,778	49,375
Over 22" .....	3,223	47	900	2,370
<u>Consoles</u>				
17" and under .....	401	-	54	347
18" - 22" .....	72,433	20,980	18,412	75,001
Over 22" .....	5,950	40	1,430	4,920
Three-way combinations .....	1,916	1,256	1,083	2,089
Total television receiving sets .....	137,182	47,561	37,379	147,364

NOTE: Inventories: Include factory inventory plus distributors' inventories.Sales: Distributors' sales, i.e., all sales to dealers and users.

\* Revised.

Table 4 - Production and Sales of Radio Receiving Sets, Three Months Ended March, 1956.

	Factory production	Sales
	(Number of units)	
<b>(A) RADIO RECEIVING SETS</b>		
<u>Home sets</u>		
Standard: Under \$30.....	56,682	36,583
\$30 - \$50.....	21,023	15,238
Over \$50.....	383	955
Multi-band: Under \$65.....	600	830
Over \$65.....	947	1,140
Battery: Standard.....	-	153
Multi-band.....	1,353	475
Clock sets.....	19,539	17,601
Total home sets.....	100,527	72,975
<u>Portables</u>		
Battery - electric.....	3,802	4,593
Battery.....	2,967	2,077
<u>Auto</u> .....	56,681	42,284
<u>Combinations</u>		
Standard: Table and portable.....	1,519	1,200
Console - Under \$200.....	648	1,027
Over \$200.....	2,362	2,389
Multi-band: Table and portable .....	-	-
Console - Under \$200.....	-	13
\$200 - \$300.....	1,704	1,699
Over \$300.....	1,060	899
Total combinations.....	7,293	7,227
Total radio receiving sets.....	171,270	129,156
<b>(B) RECORD PLAYERS</b>		
<u>With amplifier</u>		
Under \$50.....	23,076	21,384
\$50 - \$99.....	7,488	6,974
\$100 - \$199.....	3,288	3,191
\$200 - \$300.....	502	281
Over \$300.....	321	786
Without amplifier.....	2,980	4,403
Total record players.....	37,655	37,019
<b>(C) TELEVISION RECEIVING SETS</b>		
<u>Table models</u>		
17" and under.....	12,917	21,224
18" - 22".....	62,923	45,272
Over 22".....	1,789	2,710
<u>Consoles</u>		
17" and under.....	- 2	703
18" - 22".....	80,496	64,332
Over 22".....	1,883	4,112
<u>Three-way combinations</u> .....	4,295	3,605
Total television receiving sets .....	164,298	141,958

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

Radio and Television Receiving Sets

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

	Home sets	Portables	Auto	Combinations	Total radio receivers
(Number of units)					
Atlantic provinces* .....	2,389	107	269	116	2,881
Quebec .....	8,106	275	956	365	9,702
Ontario .....	10,384	1,658	15,700	936	28,678
Manitoba .....	1,948	130	337	123	2,538
Saskatchewan .....	1,356	196	151	60	1,763
Alberta .....	1,963	299	633	228	3,123
British Columbia .....	1,925	298	537	393	3,153
Canada .....No.	28,071	2,963	18,583	2,221	51,838
\$ .	984,634	169,613	1,693,139	540,166	3,387,552

\* Maritime provinces and Newfoundland.

Table 6 - Sales of Radio Receiving Sets, By Areas, Three Months Ended March, 1956.

	Home sets	Portables	Auto	Combinations	Total radio receivers
(Number of units)					
Atlantic provinces* .....	5,909	262	592	344	7,107
Quebec .....	19,136	766	1,862	1,275	23,039
Ontario .....	27,806	3,991	36,418	2,391	70,606
Manitoba .....	5,061	266	549	498	6,374
Saskatchewan .....	3,265	238	326	343	4,172
Alberta .....	5,970	476	1,324	922	8,692
British Columbia .....	5,828	671	1,213	1,454	9,166
Canada .....No.	72,975	6,670	42,284	7,227	129,156
\$ .	2,618,740	367,880	4,071,977	1,843,248	8,901,845

\* Maritime provinces and Newfoundland.

Table 7 - Sales of Record Players, By Areas.

	March, 1956	Three months ended March, 1956
(Number of units)		
Atlantic provinces*.....	418	1,438
Quebec .....	6,255	20,706
Ontario .....	2,754	9,311
Manitoba .....	355	1,518
Saskatchewan .....	308	771
Alberta .....	439	1,407
British Columbia .....	604	1,868
Canada .....No.	11,133	37,019
\$ .	612,929	1,740,000

\*Maritime provinces and Newfoundland.

Table 8 - Sales of Television Receiving Sets, By Areas, March, 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 .....	533	680	31	2	737	24	21	2,028
New Brunswick and Prince Edward Island .....	197	477	11	-1	471	23	13	1,191
Newfoundland .....	300	144	11	-	54	4	4	517
Montreal area (1) .....	832	2,009	276	8	4,017	234	210	7,586
Quebec City area (2) .....	242	820	50	2	1,383	62	18	2,577
Other Quebec Province areas ..	87	222	-18	-	297	25	48	661
Toronto .....	477	1,191	245	22	2,873	422	117	5,347
Hamilton - Niagara .....	140	502	85	1	871	142	28	1,769
Windsor .....	121	293	25	-	363	47	35	884
Ottawa and Eastern Ontario (3)	211	664	46	3	800	56	37	1,817
Other Ontario .....	563	1,143	8	4	1,539	86	187	3,530
Manitoba (4) .....	281	691	24	-	1,541	52	114	2,703
Saskatchewan .....	90	274	19	1	420	33	33	870
Alberta .....	275	750	18	9	1,332	84	113	2,581
British Columbia .....	373	918	69	3	1,714	136	105	3,318
Canada .....	No. 4,722	10,778	900	54	18,412	1,430	1,083	37,379
	\$ . 933,152	2,799,178	303,997	11,425	6,086,837	598,862	535,243	11,268,694

(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).



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