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RADIO AND TELEVISION RECEIVING SETS
OCTOBER - 1953

Price \$1.00 per year

Sales of radio receiving sets by Canadian producers during October, 1953, totalled 56,036 units valued at \$4,488,273 at list prices. The provincial distribution of sales was as follows: Ontario, 23,987; Quebec, 11,092; British Columbia, 5,143; Manitoba, 3,996; Atlantic Provinces, 4,186; Alberta, 5,335 and Saskatchewan, 2,297.

Sales of television sets totalled 59,277 sets of which 35,043 were table models, 22,181 were consoles and 2,053 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 32,746; Quebec, 24,144; British Columbia, 1,969; Atlantic Provinces, 138 and Prairie Provinces, 280. In dollar value the October sales of television sets totalled \$23,318,865.

Table 1 - Production of Radio Receiving Sets (excluding television), 1940-1952

Year	Number	Value (at factory prices)
1940	485,010	11,268,339
1941	386,372	9,215,364
1942	177,149	4,682,401
1943	979	18,840
1944	-	-
1945	50,317	979,173
1946	603,199	15,759,724
1947	984,276	33,063,220
1948	639,493	25,411,443
1949	791,051	29,411,911
1950	820,772	33,497,785
1951	628,395	29,635,311
1952	567,738	22,178,626

Table 2 - Producers' Domestic Sales of Radio Receiving Sets, 1941-1952 and First Ten Months of 1953 (excluding television)

Year	Number	Value (at list prices)
1941	399,556	23,283,944
1942	209,163	14,404,236
1943	22,201	(Not available)
1944	595	(Not available)
1945	44,343	(Not available)
1946	568,320	28,849,115
1947	836,419	60,399,221
1948	596,467	49,351,338
1949	724,517	53,629,788
1950	758,619	59,159,854
1951	574,232	51,452,212
1952	568,884	50,125,290
1953 - First ten months	480,618	41,096,335

Table 3 - Producers' Domestic Sales of Television Sets, 1949-1952 and First Ten Months of 1953

Year	Number	Value (at list prices)
1949 (September-December only)	4,163	1,684,153
1950	29,623	12,947,900
1951	39,185	20,855,908
1952	137,236	60,659,412
1953 - First ten months	259,721	105,112,199

Radio and Television Receiving Sets

Table 4 - Production, Sales and Inventories of Radio Receiving Sets, October, 1953

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home Sets</u>				
Standard: Under \$30	31,141	25,046	18,067	38,120
\$30 - \$50	27,330	12,541	12,435	27,436
Over \$50	1,977	331	267	2,041
Multi-band: Under \$65	5,373	822	1,061	5,134
Over \$65	6,985	3,251	2,140	8,096
Battery: Standard	2,457	560	800	2,217
Multi-band	2,209	241	327	2,123
Clock sets	14,174	7,073	4,692	16,555
Total home sets	91,646	49,865	39,789	101,722
<u>Portables</u>				
Battery - electric	11,911	433	1,188	11,156
Battery	2,947	501	290	3,158
Auto	21,507	16,833	7,372	30,968
<u>Combinations</u>				
Standard: Table and portable	4,244	68	924	3,388
Console - Under \$200 ..	654	343	164	833
Over \$200 ...	9,883	3,378	3,565	9,696
Multi-band: Table and portable ..	-	-	-	-
Console - Under \$200.	-	-	-	-
\$200 - \$300	2,949	2,872	1,080	4,741
Over \$300 .	6,784	1,838	1,664	6,958
Total combinations	24,514	8,499	7,397	25,616
Total all types	152,525	76,131	56,036	172,620

Table 5 - Production, Sales and Inventories of Television Receiving Sets, October, 1953

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table Models</u>				
17" and under	9,978	12,348	15,560	6,766
18" - 22"	18,325	14,589	19,483	13,431
Over 22"	-	-	-	-
<u>Consoles</u>				
17" and under	8,276	1,887	3,588	6,575
18" - 22"	24,900	16,055	18,392	22,563
Over 22"	268	588	201	655
<u>Three-way combinations</u>				
17" and under	2,151	- 91	135	1,925
18" and over	3,065	2,945	1,918	4,092
Totals	66,963	48,321	59,277	56,007

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

Table 6 - Production and Sales of Radio Receiving Sets Ten Months Ended October, 1953

	Factory production	Sales
	(Number of units)	
<u>Home Sets</u>		
Standard: Under \$30	105,534	85,841
\$30 - \$50	102,335	91,435
Over \$50	3,952	4,264
Multi-band: Under \$65	11,184	6,854
Over \$65	20,596	13,688
Battery: Standard	3,525	3,365
Multi-band	6,164	4,610
Clock sets	42,144	33,228
Total home sets	295,434	243,285
<u>Portables</u>		
Battery - electric	29,645	22,393
Battery	7,318	4,439
<u>Auto</u>	194,122	163,874
<u>Combinations</u>		
Standard: Table and portable ..	9,747	7,300
Console - Under \$200.	2,804	2,215
Over \$200 .	28,246	19,952
Multi-band: Table and portable ..	-	- 1
Console - Under \$200.	- 4	-
\$200 - \$300	13,700	9,145
Over \$300 .	12,926	8,016
Total combinations	67,459	46,627
Total all types	593,978	480,618

Table 7 - Production and Sales of Television Receiving Sets Ten Months Ended October, 1953

	Factory production	Sales
	(Number of units)	
<u>Table Models</u>		
17" and under	92,243	88,503
18" - 22"	73,124	61,152
Over 22"	-	-
<u>Consoles</u>		
17" and under	33,436	28,025
18" - 22"	93,220	71,811
Over 22"	700	356
<u>Three-way combinations</u>		
17" and under	4,242	2,471
18" and over	11,470	7,403
Totals	308,435	259,721

Note: Sales - Distributors' sales, i.e., all sales to dealers and users.
Price classifications: Suggested list prices (including taxes).

Table 8 - Sales of Radio Receiving Sets, By Areas, October, 1953

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	3,370	8,972	15,353	3,067	1,598	3,700	3,729	39,789	1,640,064
Portables	174	352	311	195	86	198	162	1,478	129,248
Auto	121	200	6,596	97	138	141	79	7,372	857,489
Combinations	521	1,568	1,727	637	475	1,296	1,173	7,397	1,861,472
Total all types	4,186	11,092	23,987	3,996	2,297	5,335	5,143	56,036	4,488,273

Table 9 - Sales of Television Receiving Sets, By Areas, October, 1953

	Atlantic* Provinces	Quebec	O n t a r i o					Prairies	British Columbia	C A N A D A	
			Toronto	Hamilton- Niagara	Windsor	Ottawa and East. Ont.	Other Ontario			Units	\$
(Number of units)											
<u>Table Models</u>											
17" and under	34	5,481	3,701	1,656	847	2,255	1,175	20	391	15,560	4,478,269
18" - 22"	33	8,759	3,584	2,090	1,083	2,023	1,294	70	547	19,483	7,635,295
Over 22"	-	-	-	-	-	-	-	-	-	-	-
<u>Consoles</u>											
17" and under	13	1,401	960	276	150	419	283	34	52	3,588	1,381,267
18" - 22"	36	7,422	5,240	1,995	856	1,075	793	150	825	18,392	8,373,469
Over 22"	6	35	53	18	34	35	21	-	- 1	201	94,898
<u>Three-way combinations</u>											
17" and under	-	47	17	7	-	15	35	1	13	135	69,810
18" and over	16	999	298	142	77	153	86	5	142	1,918	1,285,857
Totals	138	24,144	13,853	6,184	3,047	5,975	3,687	280	1,969	59,277	23,318,865

* - Maritime Provinces and Newfoundland.

Note: Price classifications - Suggested list prices (including taxes).

Table 10 - Sales of Radio Receiving Sets, By Areas, Ten Months Ended October, 1953

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	26,269	61,914	85,151	17,330	11,638	21,839	19,144	243,285	10,485,297
Portables	2,210	4,867	9,086	2,056	1,339	3,005	4,269	26,832	1,689,620
Auto	3,187	8,844	140,283	2,496	2,575	4,820	1,669	163,874	17,539,994
Combinations	2,800	9,402	13,556	4,968	2,785	6,822	6,294	46,627	11,381,414
Total all types	34,466	85,027	248,076	26,350	18,337	36,486	31,376	480,618	41,096,335

Table 11 - Sales of Television Receiving Sets, By Areas, Ten Months Ended October, 1953

	Atlantic* Provinces	Quebec	O N T A R I O						British Columbia	C A N A D A	
			Toronto	Hamilton- Niagara	Windsor	Ottawa and East. Ont.	Other Ontario	Prairies		Units	\$
(Number of units)											
<u>Table Models</u>											
17" and under	146	27,504	26,445	10,656	6,781	9,300	4,160	249	3,262	88,503	27,004,241
18" - 22"	108	22,398	15,457	7,619	3,898	5,421	2,642	161	3,448	61,152	14,933,142
Over 22"	-	-	-	-	-	-	-	-	-	-	-
<u>Consoles</u>											
17" and under	32	8,554	8,087	3,303	1,608	2,830	1,772	165	1,674	28,025	11,379,519
18" - 22"	70	21,804	25,778	8,776	3,916	4,019	2,872	349	4,227	71,811	35,208,225
Over 22"	6	64	129	41	40	45	26	-	5	356	236,395
<u>Three-way combinations</u>											
17" and under	6	602	896	417	63	214	148	14	111	2,471	1,337,227
18" and over	39	3,223	1,721	655	318	606	204	36	601	7,403	5,013,350
Totals	407	84,149	78,513	31,467	16,624	22,435	11,824	974	13,328	259,721	105,112,199

* - Maritime Provinces and Newfoundland.

Note: Price classifications - Suggested list prices (including taxes).



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Radio and Television Receiving Sets

Table 12 - Imports of Radio Receiving Sets, Ten Months, 1953

Month	Radio receiving sets imported under special conditions *		Other radio receiving sets	Total
	No.	\$		
January	No.	3,977	2,057	6,034
	\$	165,109	57,622	222,731
February	No.	2,474	757	3,231
	\$	105,807	38,290	144,097
March	No.	2,572	2,107	4,679
	\$	95,323	65,339	160,662
April	No.	4,465	2,481	6,946
	\$	169,307	103,429	272,736
May	No.	3,548	2,459	6,007
	\$	139,164	137,365	276,529
June	No.	No	1,513	1,513
	\$	longer	79,550	79,550
July	No.	compiled	2,803	2,803
	\$	separately	197,338	197,338
August	No.	-	1,374	-
	\$	-	90,629	-
September	No.	-	2,237	-
	\$	-	80,872	-
October	No.	-	Not yet available	-
	\$	-	-	-
Total ten months	No.	-	-	-
	\$	-	-	-

* - Imported by returning tourists who stayed more than 48 hours in a foreign country.

Table 13 - Imports of Television Sets, Ten Months, 1953.

Month	Number	\$
January	579	67,132
February	2,584	449,851
March	1,420	163,935
April	1,568	198,155
May	776	81,498
June	1,178	133,513
July	667	64,964
August	643	86,815
September	1,303	173,978
October		Not yet available
Total ten months	-	-

Table 14 - Exports of Radio Receiving Sets, Ten Months, 1953

Month	Number	\$
January	2,551	99,359
February	2,405	112,754
March	2,050	124,529
April	2,892	105,241
May	1,430	54,296
June	958	42,818
July	1,732	67,509
August	553	25,187
September	4,605	162,411
October	1,437	55,709
Total ten months	20,613	849,813

Table 15 - Production and Imports of Radio Tubes, Ten Months, 1953

Month	Production		Imports		
	Radio receiving tubes		Radio tubes		Radio tube parts
	Number	\$	Number	\$	\$
January	946,475	705,127	664,100	1,147,065	251,855
February	1,022,006	739,315	892,991	1,818,770	279,223
March	1,133,224	842,486	1,138,835	1,357,246	334,563
April	1,236,021	847,664	1,213,862	1,261,099	320,455
May	1,003,699	662,318	1,197,929	1,361,288	278,916
June	1,318,701	960,852	1,732,487	1,678,055	152,125
July	819,036	695,240	1,278,731	1,219,071	228,715
August	1,233,258	872,496	794,924	663,088	218,098
September	1,497,269	1,041,616	1,538,784	1,460,968	386,753
October			Not yet available		
Total ten months	-	-	-	-	-