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RADIO AND TELEVISION RECEIVING SETS

NOVEMBER - 1953

Sales of radio receiving sets by Canadian producers during November, 1953, totalled 69,713 units valued at \$5,258,004 at list prices. The provincial distribution of sales was as follows: Ontario, 29,970; Quebec, 14,168; British Columbia, 5,838; Manitoba, 4,717; Atlantic Provinces, 5,293; Alberta, 6,163 and Saskatchewan, 3,564.

Sales of television sets totalled 55,549 sets, of which 32,683 were table models, 21,045 were consoles and 1,823 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 33,927; Quebec, 19,326; British Columbia, 2,002; Atlantic Provinces, 203 and Prairie Provinces, 93. In dollar value the November sales of television sets totalled \$22,324,109.

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 Eleven 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
1944 .....	595	avail-
1945 .....	44,343	able)
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 eleven months ....	550,331	46,354,329

Table 3 - Producers' Domestic Sales of Television Sets, 1949-1952 and First Eleven 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	20,835,908
1952 .....	137,236	60,659,412
1953 - First eleven months ....	315,272	127,436,308

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

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home Sets</u>				
Standard: Under \$30 .....	38,120	24,784	22,202	40,702
\$30 - \$50 .....	27,436	14,019	12,508	28,947
Over \$50 .....	2,041	2,806	1,898	2,949
Multi-band: Under \$65 .....	5,134	682	1,119	4,697
Over \$65 .....	8,096	3,129	1,646	9,579
Battery: Standard .....	2,217	18	298	1,937
Multi-band .....	2,123	...	250	1,873
Clock sets .....	16,555	20,508	11,243	25,820
Total home sets .....	101,722	65,946	51,164	116,504
<u>Portables</u>				
Battery - electric .....	11,156	886	1,366	10,676
Battery .....	3,158	-169	209	2,780
Auto .....	30,968	10,451	8,596	32,823
<u>Combinations</u>				
Standard: Table and portable ....	3,388	2,876	1,973	4,291
Console - Under \$200 ..	833	100	227	706
Over \$200 ...	9,796	3,557	3,459	9,894
Multi-band: Table and portable ..	...	200	81	119
Console - Under \$200.	...	...	...	...
\$200 - \$300	4,641	2,437	1,139	5,939
Over \$300 .	6,958	1,745	1,499	7,204
Total combinations .....	25,616	10,915	8,378	28,153
Total all types .....	172,620	88,029	69,713	190,936

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

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table Models</u>				
17" and under .....	6,766	20,887	17,945	9,699
18" - 22" .....	13,431	13,476	14,729	12,178
Over 22" .....	...	...	...	...
<u>Consoles</u>				
17" and under .....	6,575	2,262	3,265	5,572
18" - 22" .....	22,563	19,802	17,457	24,908
Over 22" .....	655	358	321	692
<u>Three-way combinations</u>				
17" and under .....	1,925	93	162	1,856
18" and over .....	4,140	3,093	1,661	5,572
Totals .....	56,055	59,971	55,549	60,477

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 Eleven Months Ended November, 1953

	Factory production	Sales
	(Number of units)	
<u>Home Sets</u>		
Standard: Under \$30 .....	130,318	108,043
\$30 - \$50 .....	116,354	103,943
Over \$50 .....	6,758	6,162
Multi-band: Under \$65 .....	11,866	7,973
Over \$65 .....	23,725	15,334
Battery: Standard .....	3,543	3,663
Multi-band .....	6,164	4,860
Clock sets .....	62,652	44,471
Total home sets .....	361,380	294,449
<u>Portables</u>		
Battery - electric .....	30,531	23,759
Battery .....	7,149	4,648
<u>Auto</u> .....	204,573	172,470
<u>Combinations</u>		
Standard: Table and portable ..	12,623	9,273
Console - Under \$200.	2,904	2,442
Over \$200 .	31,803	23,411
Multi-band: Table and portable ..	200	80
Console - Under \$200.	-4	...
\$200 - \$300	16,177	10,284
Over \$300 .	14,671	9,515
Total combinations .....	78,374	55,005
Total all types .....	682,007	550,331

Table 7 - Production and Sales of Television Receiving Sets Eleven Months Ended November, 1953

	Factory production	Sales
	(Number of Units)	
<u>Table Models</u>		
17" and under .....	113,130	106,457
18" - 22" .....	86,600	75,881
Over 22" .....	...	...
<u>Consoles</u>		
17" and under .....	35,698	31,290
18" - 22" .....	113,022	89,270
Over 22" .....	1,058	677
<u>Three-way combinations</u>		
17" and under .....	4,335	2,633
18" and over .....	14,563	9,064
Totals	368,406	315,272

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, November, 1953

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets .....	3,973	12,214	20,770	3,113	2,821	3,944	4,329	51,164	2,197,628
Portables .....	352	219	463	130	105	142	164	1,575	133,591
Auto .....	341	266	6,474	386	85	678	366	8,596	977,979
Combinations .....	627	1,469	2,263	1,088	553	1,399	979	8,378	1,948,806
Total all types .....	5,293	14,168	29,970	4,717	3,564	6,163	5,838	69,713	5,258,004

\* Maritime Provinces and Newfoundland.

Table 9 - Sales of Television Receiving Sets, By Areas, November, 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 .....	73	5,622	4,278	1,548	1,068	2,594	2,259	46	466	17,954	5,181,611
18" - 22" .....	67	5,776	2,508	1,306	756	1,731	1,899	4	682	14,729	5,728,776
Over 22" .....	...	...	...	...	...	...	...	...	...	...	...
<u>Consoles</u>											
17" and under .....	5	936	914	328	154	428	474	6	20	3,265	1,260,719
18" - 22" .....	34	6,261	4,900	1,775	940	1,245	1,573	21	710	17,459	8,707,979
Over 22" .....	...	61	69	47	21	68	23	2	30	321	167,846
<u>Three-way combinations</u>											
17" and under .....	2	52	72	16	1	8	5	3	3	162	73,079
18" and over .....	22	618	375	120	58	171	195	11	91	1,661	1,204,099
Totals .....	203	19,326	13,116	5,140	2,998	6,245	6,428	93	2,002	55,549	22,324,109

\* - Maritime Provinces and Newfoundland.

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

Table 10 - Sales of Radio Receiving Sets, By Areas, Eleven Months Ended November, 1953

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets .....	30,242	74,128	105,921	20,443	14,459	25,783	23,473	294,449	12,682,925
Portables .....	2,562	5,086	9,549	2,186	1,444	3,147	4,433	28,407	1,823,211
Auto .....	3,528	9,110	146,757	2,882	2,660	5,498	2,035	172,470	18,517,973
Combinations .....	3,427	10,871	15,819	6,056	3,338	8,221	7,273	55,005	13,330,220
Total all types .....	39,759	99,195	278,046	31,567	21,901	42,649	37,214	550,331	46,354,329

\* - Maritime Provinces and Newfoundland.

Table 11 - Sales of Television Receiving Sets, By Areas, Eleven Months Ended November, 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 .....	219	33,126	30,723	12,204	7,849	11,894	6,419	295	3,728	106,457	32,185,852
18" - 22" .....	175	28,174	17,965	8,925	4,654	7,152	4,541	165	4,130	75,881	30,661,918
Over 22" .....	...	...	...	...	...	...	...	...	...	...	...
<u>Consoles</u>											
17" and under .....	37	9,490	9,001	3,631	1,762	3,258	2,246	171	1,694	31,290	12,640,238
18" - 22" .....	104	28,065	30,678	10,551	4,856	5,264	4,445	370	4,937	89,270	43,916,204
Over 22" .....	6	125	198	88	61	113	49	2	35	677	404,241
<u>Three-way combinations</u>											
17" and under .....	8	654	968	433	64	222	153	17	114	2,633	1,410,306
18" and over .....	61	3,841	2,096	775	376	777	399	47	692	9,064	6,217,449
Totals .....	610	103,475	91,629	36,607	19,622	28,680	18,252	1,067	15,330	315,272	127,436,308

\* - Maritime Provinces and Newfoundland.

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



Radio and Television Receiving Sets

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

Month		Radio receiving sets imported under special conditions *	Other radio receiving sets	Total
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.	...	1,428	...
	\$	...	66,791	...
November	No.	...	1,532	...
	\$	...	40,519	...
Total eleven months	No.	...	20,748	...
	\$	...	957,744	...

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

Table 13 - Imports of Television Sets, Eleven 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	2,467	338,138
November	2,047	251,854
Total eleven months	15,232	2,009,833

Table 14 - Exports of Radio Receiving Sets, Eleven 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
November	1,173	52,388
Total eleven months	21,786	902,201

Table 15 - Production and Imports of Radio Tubes, Eleven 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	1,138,885	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	1,501,147	1,026,300	978,640	1,218,653	310,656
November	1,386,507	867,284	465,926	640,771	455,605
Total eleven months	13,097,343	9,260,698	11,897,259	13,826,074	3,216,964