



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA



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

Vol.8-No.2

Price \$1.00 per year

RADIO AND TELEVISION RECEIVING SETS

FEBRUARY, 1953

Sales of radio receiving sets by Canadian producers during February, 1953 totalled 47,886 units valued at \$4,579,256 at list prices. The provincial distribution of sales was as follows: Ontario, 25,067; Quebec, 8,535; British Columbia, 3,081; Manitoba, 2,329; Atlantic Provinces, 3,242; Alberta, 3,371, and Saskatchewan, 2,071.

Sales of television sets totalled 25,973 sets of which 15,188 were table models, 9,439 were consoles and 1,346 were three-way combinations. The provincial distribution of these sales were as follows: Ontario, 17,152; Quebec, 7,524; British Columbia, 1,288; Atlantic Provinces, 6, and Prairie Provinces 3. In dollar value the February sales of television sets totalled \$10,994,041.

Table 1 - Production of Radio Receiving Sets (excluding television), 1940-1951

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

Table 2 - Producers' Domestic Sales of Radio Receiving Sets, 1941-1952 (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

Table 3 - Producers' Domestic Sales of Television Sets, 1949-1952

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

Radio and Television Receiving Sets

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

	Starting* inventory	Factory production	Sales	Closing inventory
(Number of units)				
<u>Home Sets</u>				
Standard: Under \$30.	18,070	2,965	4,931	16,104
\$30. - \$50.	31,191	8,007	11,232	27,966
Over \$50.	2,243	847	692	2,398
Multi-band: Under \$65.	732	230	402	560
Over \$65.	1,365	3,037	2,818	1,584
Battery: Standard	2,189	13	389	1,813
Multi-band	541	1,196	438	1,299
Clock sets	7,082	2,302	2,994	6,390
Total Home Sets	63,413	18,597	23,896	58,114
<u>Portables</u>				
Battery - Electric	3,674	1,536	1,518	3,692
Battery	208	...	54	154
Auto	2,372	16,666	17,033	2,005
<u>Combinations</u>				
Standard: Table and Portable	784	846	342	1,288
Console - Under \$200.	154	334	276	212
Over \$200.	678	2,259	2,096	841
Multi-band: Table and Portable
Console - Under \$200.
\$200.-\$300.	488	2,360	1,463	1,385
Over \$300.	1,451	1,254	1,208	1,497
Total Combinations	3,555	7,053	5,385	5,223
Total - All Types	73,222	43,852	47,886	69,188

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

	Starting* inventory	Factory production	Sales	Closing inventory
(Number of units)				
<u>Table Models</u>				
17" and under	2,470	9,570	9,791	2,533
18" - 22"	1,269	6,576	5,397	2,705
Over 22"
<u>Consoles</u>				
17" and under	541	4,501	4,026	1,016
18" - 22"	2,255	5,547	5,409	2,514
Over 22"	314	2	4	312
<u>Three-way Combinations</u>				
17" and under	460	535	608	387
18" and over	113	1,038	738	413
Totals	7,422	27,769	25,973	9,880

* - Revised.

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 Two Months Ended February, 1953

	Factory production	Sales
	(Number of units)	
<u>Home Sets</u>		
Standard: Under \$30.	13,789	10,594
\$30. - \$50.	24,434	19,282
Over \$50.	1,347	1,174
Multi-band: Under \$65.	531	714
Over \$65.	4,619	4,261
Battery: Standard	62	680
Multi-band	1,517	677
Clock sets	4,797	6,152
Total Home Sets	51,096	43,534
<u>Portables</u>		
Battery - Electric	2,188	2,011
Battery	118
<u>Auto</u>	32,871	38,106
<u>Combinations</u>		
Standard: Table and Portable	1,231	387
Console - Under \$200.	427	401
Over \$200.	3,412	3,275
Multi-band: Table and Portable
Console - Under \$200.
\$200. - \$300.	3,255	2,561
Over \$300.	1,685	1,900
Total Combinations	10,010	8,524
Total - All Types	94,234	85,430

Table 7 - Production and Sales of Television Receiving Sets Two Months Ended February, 1953

	Factory production	Sales
	(Number of units)	
<u>Table Models</u>		
17" and under	17,974	17,688
18" - 22"	12,314	10,824
Over 22"
<u>Consoles</u>		
17" and under	7,240	6,981
18" - 22"	13,114	11,677
Over 22"	6	5
<u>Three-way Combinations</u>		
17" and under	1,542	1,305
18" and over	1,362	971
Totals	53,646	49,451

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, February, 1953

	Atlantic [*] Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	2,463	6,356	8,034	1,680	1,632	1,970	1,761	23,896	1,116,890
Portables	116	226	394	150	53	304	329	1,572	107,630
Auto	296	986	15,087	76	90	460	38	17,033	1,956,221
Combinations	367	967	1,552	423	296	637	953	5,195	1,398,515
Total - All types ..	3,242	8,535	25,067	2,329	2,071	3,371	3,081	47,696	4,579,256

Table 9 - Sales of Television Receiving Sets, By Areas, February, 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)											
Table Models											
17" and under	4	2,731	4,172	1,136	735	403	330	1	279	9,791	3,172,703
18" - 22"	2	1,615	1,835	857	333	284	172	...	299	5,397	2,379,169
Over 22"
Consoles											
17" and under	1,113	1,086	527	306	332	255	1	406	4,026	1,751,245
18" - 22"	1,611	1,873	807	332	153	339	1	293	5,409	2,789,004
Over 22"	4	4	3,960
Three-way Combinations											
17" and under	112	319	148	17	7	3	...	2	608	310,417
18" and over	342	210	99	27	8	43	...	9	738	587,543
Totals	6	7,524	9,499	3,574	1,750	1,187	1,142	3	1,288	25,973	10,994,041

* - Maritime provinces and Newfoundland.

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

Table 10 - Sales of Radio Receiving Sets, By Areas, Two Months Ended February, 1953

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	4,795	10,554	14,522	3,287	2,538	4,550	3,288	43,534	1,998,295
Portables	168	336	559	212	80	370	404	2,129	143,271
Auto	736	2,029	27,217	169	173	797	122	31,243	3,625,140
Combinations	512	1,389	2,636	781	529	997	1,490	8,334	2,204,037
Total - All types ..	6,211	14,308	44,934	4,449	3,320	6,714	5,304	85,240	7,970,743

Table 11 - Sales of Television Receiving Sets, By Areas, Two Months Ended February, 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)											
Table Models											
17" and under	5	4,790	7,359	2,453	1,417	574	574	1	515	17,688	5,643,074
18" - 22"	2	2,691	4,388	1,851	738	406	289	...	459	10,824	4,638,276
Over 22"
Consoles											
17" and under	1,999	1,946	938	524	493	420	1	660	6,981	2,962,625
18" - 22"	2,757	5,048	1,508	836	329	673	1	525	11,677	5,259,098
Over 22"	4	1	5	4,950
Three-way Combinations											
17" and under	213	671	280	38	22	55	...	26	1,305	697,824
18" and over	1	380	286	167	34	23	64	...	16	971	769,891
Totals	8	12,830	19,702	7,198	3,587	1,847	2,075	3	2,201	49,451	19,975,738

* - Maritime provinces and Newfoundland.
 Note: Price classifications - Suggested list prices (including taxes).
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