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RADIO AND TELEVISION RECEIVING SETS

MARCH - 1953

Sales of radio receiving sets by Canadian producers during March, 1953, totalled 57,824 units valued at \$5,024,837 at list prices. The provincial distribution of sales was as follows: Ontario, 31,660; Quebec, 11,255; British Columbia, 2,873; Manitoba, 2,505; Atlantic Provinces, 3,879; Alberta, 3,840 and Saskatchewan, 1,812.

Sales of television sets totalled 26,628 sets, of which 14,914 were table models, 11,149 were consoles and 565 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 16,301; Quebec, 8,368; British Columbia, 1,928; Atlantic Provinces, 2 and Prairie Provinces, 29. In dollar value the March sales of television sets totalled \$11,369,734.

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, 1941-1953 (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 three months.	143,254	12,995,580

Table 3 - Producers' Domestic Sales of Television Sets, 1949-1953

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 three months ...	76,079	31,345,472

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

	Starting* inventory	Factory production	Sales	Closing inventory
	(Number of units)			
Home Sets				
Standard: Under \$30	17,664	3,707	7,761	13,610
\$30 - \$50	24,589	15,176	14,250	25,515
Over \$50	2,392	1,180	733	2,839
Multi-band: Under \$65	621	1,253	950	924
Over \$65	1,223	1,409	1,394	1,238
Battery: Standard	1,421	597	290	1,728
Multi-band	1,409	799	926	1,282
Clock sets	6,283	3,621	3,471	6,433
Total home sets	55,602	27,742	29,775	53,569
Portables				
Battery - Electric	3,950	4,867	2,849	5,968
Battery	160	1,200	71	1,289
Auto	2,851	22,073	20,635	4,289
Combinations				
Standard: Table and Portable	888	640	281	1,247
Console - Under \$200	158	802	533	427
Over \$200	1,003	1,045	1,106	942
Multi-band: Table and Portable	169	-1	170
Console - Under \$200
\$200 - \$300	1,456	1,283	1,376	1,363
Over \$300	1,509	1,902	1,199	2,212
Total combinations	5,014	5,841	4,494	6,361
Total - All types	67,577	61,723	57,824	71,476

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

	Starting* inventory	Factory production	Sales	Closing inventory
	(Number of units)			
Table Models				
17" and under	2,557	10,662	9,967	3,252
18" - 22"	2,949	5,147	4,947	3,149
Over 22"
Consoles				
17" and under	982	3,060	2,782	1,260
18" - 22"	2,899	12,526	8,367	7,058
Over 22"				
Three-way Combinations				
17" and under	806	846	565	1,087
18" and over				
Totals	10,193	32,241	26,628	15,806

* 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, Three Months Ended March, 1953

	Factory production	Sales
	(Number of units)	
Home Sets		
Standard: Under \$30	17,496	18,355
\$30 - \$50	39,610	33,532
Over \$50	2,527	1,907
Multi-band: Under \$65	1,784	1,664
Over \$65	6,028	5,655
Battery: Standard	659	970
Multi-band	2,316	1,603
Clock sets	8,418	9,623
Total home sets	78,838	73,309
Portables		
Battery - Electric	7,055	4,860
Battery	1,200	189
Auto	54,944	51,878
Combinations		
Standard: Table and Portable	1,871	668
Console - Under \$200	1,229	934
Over \$200	4,457	4,381
Multi-band: Table and Portable	169	-1
Console - Under \$200
\$200 - \$300	4,538	3,937
Over \$300	3,587	3,099
Total combinations	15,851	13,018
Total - All types	157,888	143,254

Table 7 - Production and Sales of Television Receiving Sets, Three Months Ended March, 1953

	Factory production	Sales
	(Number of units)	
Table Models		
17" and under	28,636	27,655
18" - 22"	17,461	15,771
Over 22"
Consoles		
17" and under	10,300	9,763
18" - 22"	25,646	20,049
Over 22"
Three-way Combinations		
17" and under	1,340	1,322
18" and over	2,410	1,519
Totals	85,793	76,079

Note: Sales: Distributor's 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, March, 1953

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	3,092	9,043	10,857	1,674	1,181	2,229	1,699	29,775	1,296,191
Portables	166	880	898	148	63	415	350	2,920	181,872
Auto	378	547	18,524	238	263	487	198	20,635	2,284,458
Combinations	243	785	1,381	445	305	709	626	4,494	1,262,316
Total - All types ...	3,879	11,255	31,660	2,505	1,812	3,840	2,873	57,824	5,024,837

Table 9 - Sales of Television Receiving Sets, by Areas, March, 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)											

Table Models

17" and under	3,422	3,051	1,389	744	515	406	7	433	9,967	3,329,606
18" - 22"	2	1,677	1,249	832	287	257	192	2	449	4,947	2,031,851
Over 22"

Consoles

17" and under	825	952	314	76	172	217	2	224	2,782	1,201,899
18" - 22"	2,181	2,847	1,349	452	280	367	15	805	8,296	4,323,222
Over 22"	24	32	11	3	...	1	71	70,100

Three-way Combinations

17" and under	2	...	7	1	2	4	...	1	17	16,164
18" and over	237	155	99	28	9	1	3	16	548	396,931
Totals	2	8,368	8,286	4,001	1,591	1,235	1,188	29	1,928	26,628	11,369,734

* Maritime Provinces and Newfoundland.

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

Radio and Television Receiving Sets

Table 10 - Sales of Radio Receiving Sets, by Areas, Three Months Ended March, 1953

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	7,887	19,597	25,379	4,961	3,719	6,779	4,987	73,309	3,294,486
Portables	334	1,216	1,457	360	143	785	754	5,049	325,143
Auto	1,114	2,576	45,741	407	436	1,284	320	51,878	5,909,598
Combinations	755	2,174	4,207	1,226	834	1,706	2,116	13,018	3,466,353
Total - All types	10,090	25,563	76,784	6,954	5,132	10,554	8,177	143,254	12,995,580

Table 11 - Sales of Television Receiving Sets, by Areas, Three Months Ended March, 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	5	8,212	10,410	3,842	2,161	1,089	980	8	948	27,655	8,972,680
18" - 22"	4	4,368	5,637	2,683	1,025	663	481	2	908	15,771	6,670,127
Over 22"
<u>Consoles</u>											
17" and under	2,824	2,898	1,252	600	665	637	3	884	9,763	4,164,524
18" - 22"	4,938	7,895	2,857	1,288	609	1,040	16	1,330	19,973	9,582,320
Over 22"	24	36	12	3	...	1	76	75,050
<u>Three-way Combinations</u>											
17" and under	215	671	287	39	24	59	...	27	1,322	713,988
18" and over	1	617	441	266	62	32	65	3	32	1,519	1,166,822
Totals	10	21,198	27,988	11,199	5,178	3,082	3,263	32	4,129	76,079	31,345,472

* 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, Three 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
Total three months	No.	9,023		4,921	13,944
	\$	366,239		161,251	527,490

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

Table 13 - Imports of Television Sets, Three Months, 1953

Month	Number	\$
January	579	67,132
February	2,584	449,851
March	1,420	163,935
Total three months	4,583	680,918

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

Month	Number	\$
January	2,551	99,359
February	2,405	112,754
March	2,050	124,529
Total three months	7,006	336,642

Table 15 - Production and Imports of Radio Tubes, Three 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
Total three months	3,101,705	2,286,928	2,695,976	4,323,081	865,641