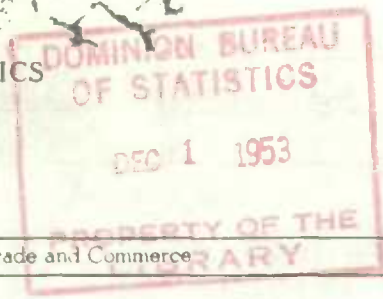




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RADIO AND TELEVISION RECEIVING SETS

JULY - 1953

Sales of radio receiving sets by Canadian producers during July, 1953, totalled 36,650 units valued at \$2,810,178 at list prices. The provincial distribution of sales was as follows: Ontario, 20,484; Quebec, 6,385; British Columbia, 2,241; Manitoba, 2,169; Atlantic Provinces, 2,275; Alberta, 1,979 and Saskatchewan, 1,117.

Sales of television sets totalled 9,344 sets of which 5,198 were table models, 3,438 were consoles and 708 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 5,785; Quebec, 2,393; British Columbia, 1,024; Atlantic Provinces, 67 and Prairie Provinces, 75. In dollar value the July sales of television sets totalled \$3,522,019.

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 Seven 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 avail-able)
1944	595	(Not avail-able)
1945	44,343	(Not avail-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 seven months	338,302	29,576,818

Table 3 - Producers' Domestic Sales of Television Sets, 1949-1952 and First Seven 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	60,559,412
1953 - First seven months	135,388	55,945,487

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

	Starting* inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home Sets</u>				
Standard: Under \$30 .....	15,023	14,723	7,920	21,826
\$30 - \$50 .....	23,952	5,337	6,051	23,238
Over \$50 .....	1,927	992	346	2,573
Multi-band: Under \$65 .....	3,992	1,583	417	5,158
Over \$65 .....	3,928	89	447	3,570
Battery: Standard .....	2,817	-12	114	2,691
Multi-band .....	2,585	97	403	2,279
Clock sets .....	11,930	1,753	1,284	12,399
<b>Total home sets .....</b>	<b>66,154</b>	<b>24,562</b>	<b>16,982</b>	<b>73,734</b>
<u>Portables</u>				
Battery - Electric .....	15,653	1,465	3,030	14,088
Battery .....	3,378	131	679	2,830
<b>Auto .....</b>	<b>14,230</b>	<b>10,460</b>	<b>13,151</b>	<b>11,539</b>
<u>Combinations</u>				
Standard: Table and Portable .....	3,383	1,366	941	3,808
Console - Under \$200 ...	481	157	33	605
Over \$200 .....	4,438	2,408	828	6,018
Multi-band: Table and Portable .....	...	...	...	...
Console - Under \$200 ...	...	...	...	...
\$200 - \$300 ..	923	1,541	739	1,725
Over \$300 .....	1,969	1,026	267	2,728
<b>Total combinations .....</b>	<b>11,194</b>	<b>6,498</b>	<b>2,808</b>	<b>14,884</b>
<b>Total all types .....</b>	<b>110,609</b>	<b>43,116</b>	<b>36,650</b>	<b>117,075</b>

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

	Starting* inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table Models</u>				
17" and under .....	16,094	7,707	3,475	20,326
18" - 22" .....	11,730	3,241	1,723	13,248
Over 22" .....	...	...	...	...
<u>Consoles</u>				
17" and under .....	6,771	1,600	943	7,428
18" - 22" .....	17,206	3,342	2,515	18,033
Over 22" .....	197	-120	-20	97
<u>Three-way Combinations</u>				
17" and under .....	539	742	467	814
18" and over .....	1,108	166	241	1,033
<b>Totals .....</b>	<b>53,645</b>	<b>16,678</b>	<b>9,344</b>	<b>60,979</b>

\* - 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 Seven Months Ended July, 1953

	Factory production	Sales
	(Number of units)	
<u>Home Sets</u>		
Standard: Under \$30 .....	51,672	45,185
\$30 - \$50 .....	64,802	61,188
Over \$50 .....	3,580	3,360
Multi-band: Under \$65 .....	8,813	4,459
Over \$65 .....	11,283	8,901
Battery: Standard .....	2,332	1,698
Multi-band .....	5,148	3,438
Clock sets .....	26,883	22,122
<b>Total home sets .....</b>	<b>174,513</b>	<b>150,351</b>
<u>Portables</u>		
Battery - Electric .....	28,025	17,841
Battery .....	6,043	3,492
<u>Auto</u> .....	149,084	138,259
<u>Combinations</u>		
Standard: Table and Portable .....	7,929	5,062
Console - Under \$200 .....	2,261	1,784
Over \$200 .....	13,833	9,331
Multi-band: Table and Portable .....	...	-1
Console - Under \$200 .....	-4	...
\$200 - \$300 .....	8,525	6,946
Over \$300 .....	5,917	5,237
<b>Total combinations .....</b>	<b>38,461</b>	<b>28,359</b>
<b>Total all types .....</b>	<b>396,126</b>	<b>338,302</b>

Table 7 - Production and Sales of Television Receiving Sets Seven Months Ended July, 1953

	Factory production	Sales
	(Number of units)	
<u>Table Models</u>		
17" and under .....	66,991	49,693
18" - 22" .....	37,870	26,081
Over 22" .....	...	...
<u>Consoles</u>		
17" and under .....	23,882	17,617
18" - 22" .....	53,415	36,532
Over 22" .....	-82	132
<u>Three-way Combinations</u>		
17" and under .....	2,630	1,970
18" and over .....	4,373	3,363
<b>Totals .....</b>	<b>189,079</b>	<b>135,388</b>

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, July, 1953.

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets .....	1,755	4,265	6,558	1,331	524	1,174	1,375	16,982	671,444
Portables .....	205	764	1,512	169	145	295	619	3,709	232,010
Auto .....	216	656	11,580	211	152	241	95	13,151	1,307,928
Combinations .....	99	700	834	458	296	269	152	2,808	598,796
Total all types .....	2,275	6,385	20,484	2,169	1,117	1,979	2,241	36,650	2,810,178

Table 9 - Sales of Television Receiving Sets, By Areas, July, 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 .....	35	943	845	527	305	558	138	28	96	3,475	981,007
18" - 22" .....	20	440	422	127	86	93	51	9	475	1,723	645,707
Over 22" .....	...	...	...	...	...	...	...	...	...	...	...
<u>Consoles</u>											
17" and under .....	4	326	228	104	143	58	58	7	15	943	399,739
18" - 22" .....	4	570	1,055	256	107	87	52	21	383	2,515	1,144,893
Over 22" .....	...	-17	...	-3	...	...	...	...	...	-20	-19,800
<u>Three-way Combinations</u>											
17" and under .....	2	95	97	102	2	106	12	5	46	467	240,989
18" and over .....	2	36	140	16	19	9	5	5	9	241	129,484
Totals .....	67	2,393	2,787	1,109	662	911	316	75	1,024	9,344	3,522,019

\* - Maritime Provinces and Newfoundland.

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

Table 10 - Sales of Radio Receiving Sets, By Areas, Seven Months Ended July, 1953

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets .....	17,173	39,555	50,492	10,599	7,905	13,792	10,835	150,351	6,642,179
Portables .....	1,293	3,976	7,636	1,594	1,026	2,420	3,388	21,333	1,279,417
Auto .....	2,737	7,223	118,745	2,100	2,097	4,068	1,289	138,259	14,697,950
Combinations .....	1,800	5,168	8,875	3,157	1,791	3,830	3,732	28,359	6,957,272
<b>Total all types .....</b>	<b>23,003</b>	<b>55,922</b>	<b>185,748</b>	<b>17,450</b>	<b>12,819</b>	<b>24,110</b>	<b>19,250</b>	<b>338,302</b>	<b>29,576,818</b>

Table 11 - Sales of Television Receiving Sets, By Areas, Seven Months Ended, July, 1953

	Atlantic* Provinces	Quebec	O N T A R I O					Prairies	British Columbia	C A N A D A	
			Toronto	Hamil- ton- Niagara	Windsor	Ottawa and East.Ont.	Other Ontario			Units	\$
(Number of units)											

Table Models

17" and under .....	58	14,265	15,670	6,392	4,161	4,472	2,059	178	2,438	49,693	15,702,621
18" - 22" .....	42	7,784	7,781	3,626	1,581	2,017	796	70	2,384	26,081	11,173,581
Over 22" .....	...	...	...	...	...	...	...	...	...	...	...

Consoles

17" and under .....	10	5,185	4,904	2,046	1,055	1,681	1,102	118	1,516	17,617	7,403,446
18" - 22" .....	13	9,552	13,621	4,472	2,129	1,989	1,607	153	2,996	36,532	18,193,061
Over 22" .....	...	24	70	23	5	7	3	...	...	132	124,085

Three-way Combinations

17" and under .....	2	367	796	399	57	160	93	7	89	1,970	1,051,312
18" and over .....	17	1,151	971	398	152	256	84	30	304	3,363	2,297,381
<b>Totals .....</b>	<b>142</b>	<b>38,328</b>	<b>43,813</b>	<b>17,356</b>	<b>9,140</b>	<b>10,582</b>	<b>5,744</b>	<b>556</b>	<b>9,727</b>	<b>135,388</b>	<b>55,945,487</b>

\* - 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, Seven 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	65,239	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
Total seven months ....	No.		14,177	14,177
	\$		678,933	678,933

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

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

Month	Number	\$
January .....	579	67,132
February .....	2,584	449,851
March .....	1,420	163,935
April .....	1,568	196,155
May .....	776	81,498
June .....	1,178	133,513
July .....	667	64,964
Total seven months .....	8,772	1,159,048

Table 14 - Exports of Radio Receiving Sets, Seven 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
Total seven months .....	14,018	606,506

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

Month	P r o d u c t i o n		I m p o r t s		
	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
Total seven months .	7,479,162	5,453,002	8,118,985	9,842,594	1,845,852