

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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



Vol.9-No.1 January, 1954.

Price \$1.00 per year - 10¢ per copy

RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during January, 1954, totalled 35,863 units valued at \$2,940,238 at list prices. The provincial distribution of sales was as follows: Ontario, 16,218; Quebec, 5,667; British Columbia, 2,214; Manitoba, 3,762; Atlantic Provinces, 2,977; Alberta, 3,204 and Saskatchewan, 1,821.

Sales of television sets totalled 34,396 sets, of which 18,631 were table models, 14,676 were consoles and 1,089 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 18,321; Quebec, 13,110; British Columbia, 2,589; Atlantic Provinces, 200; and Prairie Provinces, 176. In dollar value the January sales of television sets totalled \$12,684,669.

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	23,635,311
1952	567,738	22,178,626

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	620,860	52,119,381

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	366,498	148,753,479

Prepared in the Metal and Chemical Products Section - Industry and Merchandising Division.
6502-516:30-3-54.

Table 4 - Producers' Domestic Sales of Television Sets, by Months, 1953 and 1954.

	1953			1954		
	Table models	Consoles	Three-way combinations	Table models	Consoles	Three-way combinations
	(Number of units)					
January	13,324	9,224	930	18,631	14,676	1,089
February	15,188	9,439	1,346			
March	14,914	11,149	565			
April	9,623	9,240	1,076			
May	11,296	7,416	519			
June	6,231	4,375	189			
July	5,198	3,438	708			
August	13,710	7,962	678			
September	25,128	15,768	1,810			
October	35,043	22,181	2,053			
November	32,683	21,043	1,823			
December	28,236	20,939	2,051			
Total	210,574	142,174	13,748			

Table 5 - Producers' Domestic Sales of Radio Receiving Sets, by Months, 1953 and 1954

	1953			1954		
	Home sets	Portable and auto	Combinations	Home sets	Portable and auto	Combinations
	(Number of units)					
January	19,638	14,767	3,139	19,739	10,411	5,710
February	23,896	18,605	5,385			
March	29,775	23,555	4,494			
April	24,921	30,200	4,978			
May	17,736	29,175	3,635			
June	17,403	26,430	3,921			
July	16,982	16,860	2,808			
August	21,918	14,221	3,719			
September	31,227	8,043	7,152			
October	39,789	8,850	7,397			
November	51,164	10,171	8,378			
December	48,497	12,561	9,471			
Total	342,946	213,438	64,477			

Table 6 - Production, Sales and Inventories of Television Receiving Sets, January, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table models</u>				
17" and under	14,788	9,455	10,702	13,541
18" - 22"	14,214	10,831	7,929	17,116
Over 22"
<u>Consoles</u>				
17" and under	4,928	3,806	2,969	5,765
18" - 22"	29,431	16,948	11,526	34,853
Over 22"	699	579	181	1,097
<u>Three-way combinations</u>				
17" and under	1,597	31	169	1,459
18" and over	5,723	964	920	5,767
Totals	71,380	42,614	34,396	79,598

Table 7 - Production, Sales and Inventories of Radio Receiving Sets, January, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home sets</u>				
Standard: Under \$30	46,018	7,470	8,227	45,261
\$30 - \$50	29,464	8,286	6,098	31,652
Over \$50	1,110	84	206	988
Multi-band: Under \$65	4,030	795	578	4,247
Over \$65	9,973	1,141	852	10,262
Battery: Standard	1,429	311	154	1,486
Multi-band	1,606	...	110	1,496
Clock sets	25,560	4,101	3,417	26,244
Total home sets	119,190	22,188	19,742	121,636
<u>Portables</u>				
Battery-electric	9,609	1,126	891	9,844
Battery	2,477	718	238	2,957
<u>Auto</u>	<u>33,228</u>	<u>8,996</u>	<u>9,282</u>	<u>32,942</u>
<u>Combinations</u>				
Standard: Table and portable	5,621	934	824	5,731
Console - Under \$200	2,220	404	741	1,883
Over \$200	11,815	2,448	1,807	12,456
Multi-band: Table and portable	3	3
Console - Under \$200	1	-1	2
\$200 - \$300 ...	5,406	854	1,786	4,474
Over \$300	3,190	213	553	2,850
Total combinations	28,255	4,854	5,710	27,399
Total all types	192,759	37,882	35,863	194,778

Note: Inventories: Include factory inventory plus distributors' inventories.

Sales: Distributors' sales; i.e., all sales to dealers and users.

Price classifications: Suggested list prices (including taxes).

Table 8 - Sales of Television Receiving Sets, by Areas, January, 1954

	Atlantic Provinces	Quebec	O n t a r i o						British Columbia	C A N A D A	
			Toronto	Hamil- ton- Niagara	Windsor	Ottawa and East. Ont.	Other Ontario	Prairies		Units	\$
(Number of units)											
<u>Table models</u>											
17" and under	72	3,271	2,518	807	613	1,215	1,452	25	729	10,702	2,810,152
18" - 22"	45	3,964	1,620	287	247	606	538	26	596	7,929	2,869,295
Over 22"
<u>Consoles</u>											
17" and under	18	757	539	180	230	350	796	11	88	2,969	931,987
18" - 22"	57	4,656	3,653	581	420	540	591	89	939	11,526	5,276,282
Over 22"	86	40	10	6	10	4	1	24	181	150,771
<u>Three-way combinations</u>											
17" and under	1	49	14	9	17	75	...	2	2	169	64,909
18" and over	7	327	150	41	25	67	70	22	211	920	581,273
Total	200	13,110	8,534	1,915	1,558	2,863	3,451	176	2,589	34,396	12,684,669

Table 9 - Sales of Radio Receiving Sets, by Areas, January, 1954

	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	2,519	4,049	6,067	2,672	1,314	1,910	1,211	19,742	809,840
Portables	94	389	285	83	53	68	157	1,129	82,364
Auto	57	296	8,301	101	92	352	83	9,282	619,471
Combinations	307	933	1,565	906	362	874	763	5,710	1,428,563
Total all types	2,977	5,667	16,218	3,762	1,821	3,204	2,214	35,863	2,940,238

* - Maritime provinces and Newfoundland.

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

Table 10 - Imports of Radio Receiving Sets, January, 1954

Month	Number	\$
January	596	87,990

Table 11 - Imports of Television Sets, January, 1954

Month	Number	\$
January	1,235	145,683

Table 12 - Exports of Radio Receiving Sets, January, 1954

Month	Number	\$
January	742	47,190

Table 13 - Production, Shipments and Imports of Radio Tubes, January, 1954

Month	Radio receiving tubes			Imports		
	Production (Number)	Shipments	\$	Radio tubes Number	\$	Radio tube parts \$
January	1,141,605	884,675	544,042	397,967	636,299	398,702

LIST OF REPORTING FIRMS

<u>Name</u>	<u>Address</u>
Addison Industries Limited	Toronto, Ontario
Automatic Radio of Canada, Ltd.	Toronto, Ontario
Canadian Admiral Corporation Ltd.	Port Credit, Ontario
Canadian General Electric Co. Ltd.	Toronto, Ontario
Canadian Marconi Co.	Montreal, Quebec
Canadian Radio Mfg. Corp. Ltd.	Toronto, Ontario
Canadian Westinghouse Co. Ltd.	Hamilton, Ontario
Chisholm Industries Ltd.	Vancouver, British Columbia
Crosley Radio and Television Ltd.	Toronto, Ontario
Coronet Television Corp.	Windsor, Ontario
Dominion Electrohome Industries Ltd.	Kitchener, Ontario
Dumont Television	Montreal, Quebec
Electrical Products Mfg. Co. Ltd.	Montreal, Quebec
Emerald Television Ltd.	Montreal, Quebec
The Hallcrafters Canada Ltd.	Toronto, Ontario
Ideal Vender Co. of Canada, Ltd.	Deseronto, Ontario
Measurement Engineering Ltd.	Arnprior, Ontario
Mitchell Mfg. Co. Ltd.	Toronto, Ontario
Monarch Radio Mfg. Co.	Montreal, Quebec
Motorola Canada Ltd.	Toronto, Ontario
Northern Electric Co. Ltd.	Montreal, Quebec
Philco Corporation of Canada, Limited	Toronto, Ontario
Pye Canada Ltd.	Ajax, Ontario
R.C.A. Victor Co. Ltd.	Montreal, Quebec
Sparton of Canada, Ltd.	London, Ontario
Stewart Warner Corporation of Canada, Ltd.	Belleville, Ontario
Superb Electric Industries Ltd.	Toronto, Ontario

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010669612