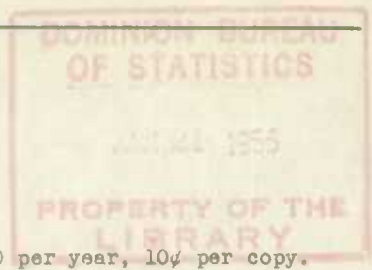


43 004

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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



Vol. 9-No. 10

October, 1954

Price: \$1.00 per year, 10¢ per copy.

RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during October, 1954, totalled 47,277 units valued at \$3,066,894 at list prices. The provincial distribution of sales was as follows: Ontario, 19,819; Quebec, 11,388; British Columbia, 5,436; Manitoba, 3,144; Atlantic Provinces, 3,626; Alberta, 2,553 and Saskatchewan, 1,311.

Sales of television sets totalled 91,701 sets, of which 59,164 were table models, 30,520 were consoles and 2,017 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 37,878; Quebec, 28,025; British Columbia, 7,810; Atlantic Provinces, 3,615 and Prairie Provinces, 14,373. In dollar value the October sales of television sets totalled \$31,392,892.

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, 1941-1953 (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*

\* Totals from the monthly series are not strictly comparable with the annual totals from the Census of Industry: the monthly series records sales at the "To dealer" level, while the annual Census of Industry totals represent factory shipments. Also the monthly series does not include sales for export.

Prepared in the Metal and Chemical Products Section, Industry and Merchandising Division.

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

Month	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	21,733	14,720	1,576
March .....	14,914	11,149	565	22,012	14,062	1,875
April .....	9,623	9,240	1,076	14,429	10,704	1,216
May .....	11,296	7,416	519	11,192	9,248	952
June .....	6,231	4,375	189	13,639	8,142	666
July .....	5,198	3,438	708	15,869	9,899	593
August .....	13,710	7,962	678	32,097	22,734	963
September .....	25,128	15,768	1,810	48,933	33,461	1,948
October .....	35,043	22,181	2,053	59,164	30,520	2,017
Total ten months	149,655	100,192	9,874	257,699	168,166	12,895
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

Month	1953			1954		
	Home sets	Portable and auto	Combinations	Home sets	Portable and auto	Combinations
	(Number of units)					
January .....	19,638	14,767	3,139	19,742	10,411	5,710
February .....	23,896	18,605	5,385	19,628	9,798	4,402
March .....	29,775	23,555	4,494	27,599	11,886	4,245
April .....	24,921	30,200	4,978	23,677	12,254	3,351
May .....	17,736	29,175	3,634	17,169	14,004	2,118
June .....	17,403	26,430	3,921	18,843	19,262	1,915
July .....	16,982	16,860	2,808	11,779	11,180	2,088
August .....	21,918	14,221	3,719	19,031	8,282	3,255
September .....	31,227	8,043	7,152	31,530	4,058	3,860
October .....	39,789	8,850	7,397	36,610	6,246	4,421
Total ten months	243,285	190,706	46,627	225,608	107,381	35,365
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, October, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table models</u>				
17" and under .....	16,519	23,707	28,222	12,004
18" - 22" .....	11,327	29,149	30,942	9,534
Over 22" .....	-	-	-	-
<u>Consoles</u>				
17" and under .....	3,004	1,506	2,535	1,975
18" - 22" .....	12,528	23,333	26,652	9,209
Over 22" .....	1,298	1,171	1,333	1,186
<u>Three-way combinations</u>				
17" and under .....	45	54	63	36
18" and over .....	4,062	2,234	1,954	4,342
Total all types .....	48,783	81,154	91,701	38,236

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

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home sets</u>				
Standard: Under \$30 .....	52,080	8,877	15,168	45,789
\$30 - \$50 .....	35,802	6,921	10,664	32,059
Over \$50 .....	2,576	2,242	613	4,205
Multi-band: Under \$65 .....	7,196	-7	2,203	4,986
Over \$65 .....	7,892	307	679	7,520
Battery: Standard .....	1,810	5	119	1,696
Multi-band .....	2,888	49	296	2,641
Clock sets .....	33,026	3,901	6,868	30,059
Total home sets .....	143,270	22,295	36,610	128,955
<u>Portables:</u>				
Battery-electric .....	10,090	267	536	9,821
Battery .....	2,212	70	80	2,202
Auto .....	24,403	7,530	5,630	26,303
<u>Combinations</u>				
Standard: Table and portable .....	8,581	233	851	7,963
Console - Under \$200 ....	2,154	70	733	1,491
Over \$200 .....	10,728	1,075	1,164	10,639
Multi-band: Table and portable .....	-	-	-	-
Console - Under \$200 ....	35	-31	1	3
\$200 - \$300 ...	4,527	375	753	4,149
Over \$300 .....	3,193	700	919	2,974
Total combinations .....	29,218	2,422	4,421	27,219
Total all types .....	209,193	32,584	47,277	194,500

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 - Production and Sales of Radio Receiving Sets, Ten Months Ended October, 1954

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30 .....	90,586	90,560
\$30 - \$50 .....	71,255	68,588
Over \$50 .....	3,724	2,273
Multi-band: Under \$65 .....	6,132	7,924
Over \$65 .....	3,653	7,235
Battery: Standard .....	2,181	1,914
Multi-band .....	4,097	3,062
Clock sets .....	48,645	44,052
Total home sets .....	235,373	225,608
<u>Portables</u>		
Battery - electric .....	17,503	17,282
Battery .....	2,038	2,259
<u>Auto</u> .....	86,107	87,840
<u>Combinations</u>		
Standard: Table and portable .....	8,580	6,127
Console - Under \$200 .....	4,920	6,644
Over \$200 .....	10,523	10,456
Multi-band: Table and portable .....	2	5
Console - Under \$200 .....	26	25
\$200 - \$300 .....	6,746	8,495
Over \$300 .....	3,874	3,613
Total combinations .....	34,671	35,365
Total all types .....	375,692	368,354

Table 9 - Production and Sales of Television Receiving Sets, Ten Months Ended October, 1954

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under .....	133,230	136,648
18" - 22" .....	116,058	121,051
Over 22" .....	-	-
<u>Consoles</u>		
17" and under .....	19,365	23,302
18" - 22" .....	120,577	140,044
Over 22" .....	5,266	4,820
<u>Three-way combinations</u>		
17" and under .....	407	1,968
18" and over .....	9,483	10,927
Total all types .....	404,386	438,760

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

Price classifications: Suggested list prices (including taxes).

Table 10 - Sales of Radio Receiving Sets, By Areas, October, 1954 (With Comparable Totals for October, 1953)

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets .....	3,262	10,546	12,884	2,685	1,027	1,891	4,314	36,609	1,324,931
Portables .....	29	91	258	56	18	60	104	616	65,028
Auto .....	47	84	5,107	67	35	143	147	5,630	558,248
Combinations .....	288	667	1,570	336	231	459	871	4,422	1,118,687
Total all types, October, 1954	3,626	11,383	19,819	3,144	1,311	2,553	5,436	47,277	3,066,894
Total all types, October, 1953	4,186	11,092	23,987	3,996	2,297	5,335	5,143	56,036	4,483,273

\* - Maritime Provinces and Newfoundland.

Table 11 - Sales of Television Receiving Sets, By Areas, October, 1954 (With Comparable Totals for October, 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 .....	1,409	7,161	4,951	1,836	748	2,187	2,936	4,324	2,670	28,222	6,681,369
18" - 22" .....	1,365	9,378	5,886	1,683	782	1,952	2,573	4,771	2,552	30,942	10,281,691
Over 22" .....	-	-	-	-	-	-	-	-	-	-	-
<u>Consoles</u>											
17" and under .....	103	520	221	88	149	211	291	755	197	2,535	763,553
18" - 22" .....	685	9,790	5,177	1,461	616	1,363	1,881	3,522	2,157	26,652	11,595,906
Over 22" .....	23	621	166	80	28	58	74	211	72	1,333	726,704
<u>Three-way combinations</u>											
17" and under .....	1	-1	33	2	-	1	-	4	23	63	23,625
18" and over .....	29	556	184	59	18	81	102	786	139	1,954	1,320,044
Total all types, October, 1954 ...	3,615	28,025	16,618	5,209	2,341	5,853	7,857	14,373	7,810	91,701	31,392,892
Total all types, October, 1953 ...	138	24,144	13,853	6,184	3,047	5,975	3,687	280	1,969	59,277	24,313,865

\* - Maritime Provinces and Newfoundland.

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

Table 12 - Sales of Television Receiving Sets, By Areas, Ten Months Ended October, 1954 (With Comparable Totals for 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 .....	5,718	36,875	26,381	9,776	4,848	10,948	16,352	12,386	13,364	136,648	33,293,967
18" - 22" .....	4,318	46,885	18,524	6,133	2,837	7,660	8,906	12,088	13,700	121,051	41,289,659
Over 22" .....	-	-	-	-	-	-	-	-	-	-	-
<u>Consoles</u>											
17" and under .....	831	5,822	4,435	1,255	1,038	1,873	3,368	2,817	1,862	23,301	7,200,114
18" - 22" .....	2,864	57,103	29,328	8,168	3,194	6,245	8,394	11,304	13,444	140,044	60,148,687
Over 22" .....	60	2,347	727	260	98	222	268	458	380	4,820	2,997,093
<u>Three-way combinations</u>											
17" and under .....	163	293	345	78	28	278	73	287	436	1,968	718,961
18" and over .....	337	3,299	1,646	507	252	638	746	2,207	1,283	10,928	7,010,421
Total all types, 1954 ....	14,291	152,624	81,386	26,177	12,295	27,864	38,107	41,547	44,469	438,760	152,658,902
Total all types, 1953 ....	407	84,149	78,513	31,467	16,624	22,435	11,824	974	13,328	259,721	106,112,199

\* - Maritime Provinces and Newfoundland.

Table 13 - Sales of Radio Receiving Sets, By Areas, Ten Months Ended October, 1954 (With Comparable Totals for 1953)

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets .....	27,138	63,005	72,741	16,107	9,822	18,218	18,576	225,607	9,132,722
Portables .....	1,481	3,648	8,334	960	958	1,474	2,686	19,541	1,451,833
Auto .....	1,856	5,323	70,160	1,919	2,261	4,821	1,500	87,840	7,734,121
Combinations .....	2,304	5,881	9,848	4,052	2,505	5,367	5,409	35,366	8,545,464
Total all types, 1954 ..	32,779	77,857	161,083	23,038	15,546	29,880	28,171	368,354	26,864,140
Total all types, 1953 ..	34,466	85,027	248,076	26,850	18,337	36,486	31,376	480,618	41,096,335

\* - Maritime Provinces and Newfoundland.

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



Table 14 - Imports of Television Sets and Radio Receiving Sets, By Months, 1954

Month	Television sets		Radio receiving sets	
	Number	\$	Number	\$
January .....	1,235	145,683	596	87,990
February .....	1,937	221,102	416	42,174
March .....	1,925	234,229	1,096	105,309
April .....	1,042	114,923	1,195	97,550
May .....	383	35,136	723	34,116
June .....	508	61,862	688	89,703
July .....	343	43,445	1,129	45,653
August .....	1,232	132,616	1,920	67,635
September .....	1,755	198,856	1,836	116,387
October .....	3,303	340,849	1,417	101,424
Total ten months .....	13,663	1,528,701	11,016	787,941

Table 15 - Exports of Radio Receiving Sets, By Months, 1954

Month	Number	\$
January .....	742	47,190
February .....	1,068	42,746
March .....	269	20,412
April .....	795	133,598
May .....	1,272	69,182
June .....	2,447	79,667
July .....	2,221	240,841
August .....	2,306	156,460
September .....	1,522	124,497
October .....	1,702	436,846
Total ten months .....	14,344	1,351,439

Table 16 - Production, Shipments and Imports of Radio Tubes, By Months, 1954

Month	Radio and television receiving tubes			Imports		
	Production Number	Shipments		Radio tubes*		Radio tube parts
		Number	\$	Number	\$	\$
January .....	1,060,217	895,709	525,854	397,967	636,299	398,702
February .....	1,146,824	872,324	555,552	375,232	502,406	346,351
March .....	1,260,207	1,048,139	713,563	323,938	423,913	480,396
April .....	1,062,124	752,102	423,061	272,219	440,825	359,237
May .....	1,045,987	677,318	433,418	210,890	381,065	319,666
June .....	1,252,790	803,492	529,259	325,036	554,742	368,459
July .....	644,148	495,969	396,463	310,337	601,349	216,102
August .....	982,487	980,152	565,415	440,717	903,979	371,619
September .....	1,247,646	1,383,963	994,378	581,534	666,369	445,870
October .....		Not yet available		1,335,099	1,204,871	498,172
Total ten months ..				4,572,969	6,315,818	3,804,574

\* - Includes radio transmitting tubes and special purpose tubes as well as radio receiving tubes. Does not include television picture or camera tubes.

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010669621