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RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during November, 1954, totalled 59,245 units valued at \$4,581,822 at list prices. The provincial distribution of sales was as follows: Ontario, 29,958; Quebec, 9,912; British Columbia, 5,091; Manitoba, 3,931; Atlantic Provinces, 4,083; Alberta, 4,141 and Saskatchewan, 2,129.

Sales of television sets totalled 94,451 sets, of which 53,593 were table models, 39,322 were consoles and 1,536 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 34,372; Quebec, 27,645; British Columbia, 9,791; Atlantic Provinces, 5,480 and Prairie Provinces, 17,163. In dollar value the November sales of television sets totalled \$33,327,745.

Table 1 - Producers' Domestic Sales of Radio Receiving Sets, 1944-1953 (excluding television)

Year	Number	Value (at list prices)
1944	595	\$ (Not available)
1945	44,343	
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 2 - 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

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Table 3 - Producers' Domestic Sales of Television Sets, by Months, 1953 and 1954

Month	1 9 5 3			1 9 5 4		
	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
November	32,683	21,043	1,823	53,593	39,322	1,536
Total eleven months	182,338	121,235	11,697	311,292	207,488	14,431
December	28,236	20,939	2,051			
Total	210,574	142,174	13,748			

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

Month	1 9 5 3			1 9 5 4		
	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	3,635	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
November	51,164	10,171	8,378	41,835	11,355	6,055
Total eleven months	294,449	200,877	55,006	267,443	118,736	41,420
December	48,497	12,561	9,471			
Total	342,946	213,438	64,477			

Table 5 - Production, Sales and Inventories of Television Receiving Sets, November, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table models</u>				
17" and under	12,003	15,269	20,511	6,761
18" - 22"	9,565	34,958	32,916	11,607
Over 22"	-	567	166	401
<u>Consoles</u>				
17" and under	1,975	1,266	2,304	937
18" - 22"	9,351	43,129	35,846	16,634
Over 22"	1,132	1,102	1,172	1,062
<u>Three-way combinations</u>				
17" and under	36	-32	-	4
18" and over	4,342	-254	1,536	2,552
Total all types	38,404	96,005	94,451	39,958

Table 6 - Production, Sales and Inventories of Radio Receiving Sets, November, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home sets</u>				
Standard: Under \$30	45,789	9,718	16,686	38,821
\$30 - \$50	32,059	9,289	10,219	31,129
Over \$50	4,205	4,323	2,122	6,406
Multi-band: Under \$65	4,979	2	1,017	3,964
Over \$65	7,520	938	1,065	7,393
Battery: Standard	1,694	20	134	1,580
Multi-band	2,648	58	377	2,329
Clock sets	30,059	3,568	10,215	23,412
Total home sets	128,953	27,916	41,835	115,034
<u>Portables</u>				
Battery-electric	9,817	329	777	9,369
Battery	2,200	-10	79	2,111
Auto	30,461	13,022	10,499	32,984
<u>Combinations</u>				
Standard: Table and portable	7,963	-49	1,096	6,818
Console - Under \$200 ...	1,491	631	783	1,339
Over \$200	10,639	781	2,263	9,157
Multi-band: Table and portable	-	-	-	-
Console - Under \$200 ...	3	1	1	3
\$200 - \$300 ..	4,149	287	765	3,671
Over \$300	2,967	285	1,147	2,105
Total combinations	27,212	1,936	6,055	23,093
Total all types	198,643	43,193	59,245	182,591

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 7 - Production and Sales of Radio Receiving Sets, Eleven Months Ended November, 1954

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30	100,304	107,246
\$30 - \$50	80,644	78,807
Over \$50	8,047	4,395
Multi-band: Under \$65	6,134	8,941
Over \$65	9,591	8,300
Battery: Standard	2,201	2,048
Multi-band	4,155	3,439
Clock sets	52,213	54,267
Total home sets	263,289	267,443
<u>Portables</u>		
Battery - electric	17,832	18,059
Battery	2,028	2,338
Auto	99,129	98,339
<u>Combinations</u>		
Standard: Table and portable	8,531	7,223
Console - Under \$200	5,551	7,427
Over \$200	11,304	12,719
Multi-band: Table and portable	2	5
Console - Under \$200	27	26
\$200 - \$300	7,033	9,260
Over \$300	4,159	4,760
Total combinations	36,607	41,420
Total all types	418,885	427,599

Table 8 - Production and Sales of Television Receiving Sets, Eleven Months Ended November, 1954

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under	148,499	157,159
18" - 22"	151,016	153,967
Over 22"	567	166
<u>Consoles</u>		
17" and under	20,631	25,606
18" - 22"	163,706	175,890
Over 22"	6,368	5,992
<u>Three-way combinations</u>		
17" and under	375	1,968
18" and over	9,229	12,463
Total all types	500,391	533,211

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

Price classifications: Suggested list prices (including taxes).

Table 9 - Sales of Radio Receiving Sets, By Areas, November, 1954 (With Comparable Totals for November, 1953)

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	3,657	8,877	17,132	3,145	1,817	3,246	3,961	41,835	1,825,920
Portables	74	79	390	69	14	81	149	856	64,391
Auto	45	78	10,039	63	38	177	59	10,499	1,107,914
Combinations	307	878	2,397	654	260	637	922	6,055	1,583,597
Total all types, November, 1954	4,083	9,912	29,958	3,931	2,129	4,141	5,091	59,245	4,581,822
Total all types, November, 1953	5,293	14,168	29,970	4,717	3,564	6,163	5,838	69,713	5,258,004

* - Maritime Provinces and Newfoundland.

Table 10 - Sales of Television Receiving Sets, By Areas, November, 1954 (With Comparable Totals for November, 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	1,983	4,017	2,361	950	600	1,751	2,231	4,170	2,448	20,511	4,897,459
18" - 22"	2,112	10,319	4,540	1,533	530	2,131	2,615	5,623	3,513	32,916	11,091,090
Over 22"	-	87	28	21	8	-	13	9	-	166	69,712
<u>Consoles</u>											
17" and under	139	385	296	155	149	131	300	498	251	2,304	719,970
18" - 22"	1,176	11,867	5,764	1,766	688	2,311	3,652	6,266	3,356	35,846	14,957,883
Over 22"	32	592	188	84	17	33	64	97	65	1,172	637,684
<u>Three-way combinations</u>											
17" and under	-	-	-	-	-	-	-	-	-	-	-
18" and over	38	378	205	63	6	51	137	500	158	1,536	953,947
Total all types, November, 1954 ..	5,480	27,645	13,382	4,572	1,998	6,408	8,012	17,163	9,791	94,451	33,327,745
Total all types, November, 1953 ..	203	19,326	13,116	5,140	2,998	6,245	6,428	93	2,002	55,549	22,324,109

* - Maritime Provinces and Newfoundland.

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

Table 11 - Sales of Television Receiving Sets, By Areas, Eleven Months Ended November, 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	7,701	40,892	28,742	10,726	5,448	12,699	18,583	16,556	15,812	157,159	38,191,426
18" - 22"	6,430	57,204	23,064	7,666	3,367	9,791	11,521	17,711	17,213	153,967	52,380,749
Over 22"	-	87	28	21	8	-	13	9	-	166	69,712
<u>Consoles</u>											
17" and under	970	6,207	4,731	1,410	1,187	2,004	3,668	3,315	2,113	25,605	7,920,084
18" - 22"	4,040	68,970	35,092	9,934	3,882	8,556	11,046	17,570	16,800	175,890	75,106,570
Over 22"	92	2,939	915	344	115	255	332	555	445	5,992	3,634,777
<u>Three-way combinations</u>											
17" and under	163	280	345	78	28	278	73	287	436	1,968	718,961
18" and over	375	3,690	1,851	570	258	689	883	2,707	1,441	12,464	7,964,368
Total all types, 1954 ...	19,771	180,269	94,768	30,749	14,293	34,272	46,119	58,710	54,260	533,211	185,986,647
Total all types, 1953 ...	610	103,475	91,629	36,607	19,622	28,680	18,252	1,067	15,330	315,272	128,436,308

* - Maritime Provinces and Newfoundland.

Table 12 - Sales of Radio Receiving Sets, By Areas, Eleven Months Ended November, 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	30,795	71,882	89,873	19,252	11,639	21,464	22,537	267,442	10,958,642
Portables	1,555	3,727	8,724	1,029	972	1,555	2,835	20,397	1,516,224
Auto	1,901	5,401	80,199	1,982	2,299	4,998	1,559	98,339	8,842,035
Combinations	2,611	6,759	12,245	4,706	2,765	6,004	6,331	41,421	10,129,061
Total all types, 1954..	36,862	87,769	191,041	26,969	17,675	34,021	33,262	427,599	31,445,962
Total all types, 1953..	39,759	99,195	278,046	31,567	21,901	42,649	37,214	550,331	46,354,329

* - Maritime Provinces and Newfoundland.

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

Radio and Television Receiving Sets

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Table 13 - 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
November	Not yet available		Not yet available	
Total eleven months ..				

Table 14 - 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
November	1,169	141,931
Total eleven months	15,513	1,493,370

Table 15 - 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	1,014,880	2,059,760	1,141,655	1,335,099	1,204,871	498,172
November	1,629,910	2,129,001	1,261,415	Not yet available		
Total eleven months	12,347,220	12,097,929	7,540,033			

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

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