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# DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA



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

Vol. 9-No. 3 March, 1954.

Price: \$1.00 per year, 10¢ per copy.

## RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during March, 1954, totalled 43,730 units valued at \$3,327,067 at list prices. The provincial distribution of sales was as follows: Ontario, 18,632; Quebec, 8,113; British Columbia, 2,900; Manitoba, 3,191; Atlantic Provinces, 3,999; Alberta, 4,380 and Saskatchewan, 2,515.

Sales of television sets totalled 37,949 sets, of which 22,012 were table models, 14,062 were consoles and 1,875 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 16,557; Quebec, 14,296; British Columbia, 4,280; Atlantic Provinces, 1,981 and Prairie Provinces, 835. In dollar value the March sales of television sets totalled \$14,265,198.

Table 1 - Production of Radio Receiving Sets (excluding television), 1940-1952

Year	Number	Value (at factory prices)
		\$
1940 .....	455,010	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

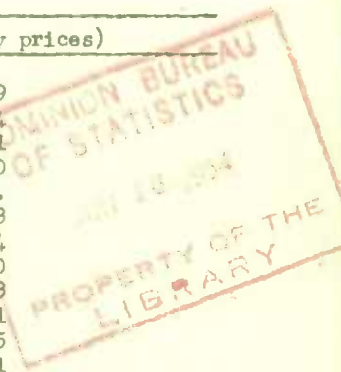


Table 2 - Producers' Domestic Sales of Radio Receiving Sets, 1941-1953 (excluding television)

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

Prepared in the Metal and Chemical Products Section, Industry and Merchandising Division.  
6512-516: 3-6-54

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	21,733	14,720	1,576
March .....	14,914	11,149	565	22,012	14,062	1,875
Total three months	43,426	29,812	2,841	62,376	43,458	4,540
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	19,742	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
Total three months	73,309	56,927	13,018	66,969	32,095	14,357
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, March, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table models</u>				
17" and under .....	12,875	14,128	12,004	14,999
18" - 22" .....	17,697	9,962	10,008	17,651
Over 22" .....	...	...	...	...
<u>Consoles</u>				
17" and under .....	5,514	2,712	2,177	6,049
18" - 22" .....	36,782	9,584	11,641	34,725
Over 22" .....	1,843	112	244	1,711
<u>Three-way combinations</u>				
17" and under .....	1,584	29	168	1,445
18" and over .....	6,328	834	1,707	5,455
Totals .....	82,623	37,361	37,949	82,035

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

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home sets</u>				
Standard: Under \$30 .....	50,313	18,662	11,485	57,490
\$30 - \$50 .....	38,680	4,452	7,291	35,841
Over \$50 .....	976	116	173	919
Multi-band: Under \$65 .....	6,780	201	1,103	5,878
Over \$65 .....	8,949	1,160	1,251	8,858
Battery: Standard .....	2,151	64	269	1,946
Multi-band .....	1,981	1,703	632	3,052
Clock sets .....	33,221	10,281	5,395	38,107
Total home sets .....	143,051	36,639	27,599	152,091
<u>Portables</u>				
Battery-electric .....	10,630	921	1,055	10,496
Battery .....	3,306	194	218	3,282
Auto .....	32,683	11,425	10,613	33,495
<u>Combinations</u>				
Standard: Table and portable ....	5,238	751	636	5,353
Console - Under \$200 ..	3,586	501	709	3,378
Over \$200 ...	11,352	1,376	1,321	11,407
Multi-band: Table and portable ....	1	1	2	...
Console - Under \$200 ..	...	3	...	3
\$200 - \$300 .	4,685	665	1,191	4,159
Over \$300 ...	2,117	267	386	1,998
Total combinations .....	26,979	3,564	4,245	26,298
Total all types .....	216,649	52,743	43,730	225,662

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, Three Months Ended March, 1954

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30 .....	40,445	26,281
\$30 - \$50 .....	24,071	20,386
Over \$50 .....	203	394
Multi-band: Under \$65 .....	3,257	2,900
Over \$65 .....	3,352	2,976
Battery: Standard .....	1,284	767
Multi-band .....	2,315	869
Clock sets .....	24,943	12,396
Total home sets .....	99,870	66,969
<u>Portables</u>		
Battery - electric .....	4,141	3,249
Battery .....	1,393	593
Auto .....	28,460	28,253
<u>Combinations</u>		
Standard: Table and portable .....	1,919	2,187
Console - Under \$200 .....	1,700	1,862
Over \$200 .....	5,489	4,577
Multi-band: Table and portable .....	1	4
Console - Under \$200 .....	5	...
\$200 - \$300 .....	2,636	4,383
Over \$300 .....	652	1,344
Total combinations .....	12,402	14,357
Total all types .....	146,266	113,421

Table 9 - Production and Sales of Television Receiving Sets, Three Months Ended March, 1954

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under .....	35,065	34,848
18" - 22" .....	30,967	27,528
Over 22" .....	...	...
<u>Consoles</u>		
17" and under .....	9,329	8,063
18" - 22" .....	40,830	34,836
Over 22" .....	1,066	559
<u>Three-way combinations</u>		
17" and under .....	386	538
18" and over .....	3,734	4,002
Totals .....	121,377	110,374

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

Price classifications: Suggested list prices (including taxes).

Table 10 - Sales of Television Receiving Sets, by Areas, March, 1954 (With Comparable Totals for 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 .....	675	3,522	2,548	773	689	1,010	1,465	271	1,051	12,004	3,262,717	
18" - 22" .....	635	4,322	1,274	527	246	623	681	141	1,559	10,008	3,678,708	
Over 22" .....	...	...	...	...	...	...	...	...	...	...	...	
<u>Consoles</u>												
17" and under .....	125	591	448	172	130	169	367	40	135	2,177	721,114	
18" - 22" .....	429	5,256	2,216	743	264	470	779	229	1,314	11,700	5,376,251	
Over 22" .....	3	91	17	11	8	9	24	3	19	185	120,789	
<u>Three-way combinations</u>												
17" and under .....	12	20	61	17	...	44	3	10	1	168	55,000	
18" and over .....	102	494	268	141	66	141	153	141	201	1,707	1,050,619	
Total .....	1,981	14,296	6,832	2,384	1,403	2,466	3,472	835	4,280	37,949	14,265,198	
Total March, 1953 .....	2	8,368	8,286	4,001	1,591	1,235	1,188	29	1,928	26,628	11,369,773 <sup>x</sup>	

\* - Maritime Provinces and Newfoundland.

x - Revised.

Table 11 - Sales of Radio Receiving Sets, by Areas, March, 1954 (With Comparable Totals for March, 1953)

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets .....	3,238	6,695	9,336	2,337	1,462	2,645	1,886	27,599	1,174,114
Portables .....	155	199	510	57	60	102	190	1,273	97,392
Auto .....	333	576	7,700	334	636	808	226	10,613	1,008,825
Combinations .....	273	643	1,086	163	357	825	598	4,245	1,046,736
Total all types .....	3,999	8,113	18,632	3,191	2,515	4,380	2,900	43,730	3,327,067
Total March, 1953 .....	3,879	11,255	31,660	2,505	1,812	3,840	2,873	57,824	5,024,837

\* - Maritime Provinces and Newfoundland.

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

Radio and Television Receiving Sets

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Table 12 - Sales of Radio Receiving Sets, By Areas, Three Months Ended March, 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 .....	8,832	16,469	19,028	6,462	4,266	6,879	5,033	66,969	2,841,847
Portables .....	364	767	1,281	329	199	336	566	3,842	322,736
Auto .....	461	1,250	22,998	604	841	1,662	437	28,253	2,083,290
Combinations .....	924	2,242	3,439	1,904	1,177	2,447	2,224	14,357	3,574,560
Total all types .....	10,591	20,728	46,746	9,299	6,483	11,324	8,260	113,421	8,822,433
Total March, 1953 .....	10,090	25,563	76,784	6,954	5,132	10,554	8,177	143,254	12,995,580

\* - Maritime Provinces and Newfoundland.

Table 13 - Sales of Television Receiving Sets, By Areas, Three Months Ended March, 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 .....	1,046	10,743	7,385	2,530	1,981	3,385	4,627	346	2,805	34,848	9,343,034
18" - 22" .....	852	12,420	5,108	1,165	720	1,818	1,888	211	3,346	27,528	10,064,978
Over 22" .....	...	...	...	...	...	...	...	...	...	...	...
<u>Consoles</u>											
17" and under .....	306	2,181	1,398	494	486	755	1,697	63	683	8,063	2,554,512
18" - 22" .....	618	15,286	8,539	2,058	1,007	1,554	2,066	412	3,355	34,895	16,196,803
Over 22" .....	9	256	61	23	17	35	35	10	54	500	360,016
<u>Three-way combinations</u>											
17" and under .....	14	81	125	38	22	230	12	13	3	538	196,271
18" and over .....	138	1,135	962	209	125	349	322	216	546	4,002	2,487,476
Total .....	2,983	42,102	23,578	6,517	4,358	8,126	10,647	1,271	10,792	110,374	41,203,090
Total March, 1953 .....	10	21,198	27,938	11,199	5,178	3,082	3,263	32	4,129	76,079	31,345,511 <sup>x</sup>

\* - Maritime Provinces and Newfoundland.

x - Revised.

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

Table 14 - Imports of Television Sets and Radio Receiving Sets, March, 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
Total three months ..	5,097	601,014	2,108	235,473

Table 15 - Exports of Radio Receiving Sets, March, 1954

Month	Number	\$
January .....	742	47,190
February .....	1,068	42,746
March .....	269	20,412
Total three months .....	2,079	110,348

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

Month	Radio and television receiving tubes			Imports		
	Production	Shipments		Radio tubes		Radio tube parts
	Number	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
Total three months ..	3,467,248	2,816,172	1,794,969	1,097,137	1,562,618	1,225,449

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