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RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during July, 1954, totalled 25,047 units valued at \$1,841,482 at list prices. The provincial distribution of sales was as follows: Ontario, 12,148; Quebec, 5,112; British Columbia, 1,667; Manitoba, 1,144; Atlantic Provinces, 2,384; Alberta, 1,467 and Saskatchewan, 1,125.

Sales of television sets totalled 26,361 sets, of which 15,869 were table models, 9,899 were consoles and 593 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 9,603; Quebec, 10,327; British Columbia, 3,949; Atlantic Provinces, 318 and Prairie Provinces, 2,164. In dollar value the July sales of television sets totalled \$8,904,132.

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

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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
Total seven months	75,774	54,281	5,333	117,505	81,451	7,967
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

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
Total seven months	150,351	159,592	28,359	138,437	88,795	23,829
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, July, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table models</u>				
17" and under	31,014	5,783	8,806	27,991
18" - 22"	22,721	3,719	7,063	19,377
Over 22"	-	-	-	-
<u>Consoles</u>				
17" and under	6,874	528	1,679	5,723
18" - 22"	31,382	3,631	7,740	27,273
Over 22"	1,074	5	480	599
<u>Three-way combinations</u>				
17" and under	491	103	232	362
18" and over	4,900	290	361	4,829
Total all types	98,456	14,059	26,361	86,154

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

	Starting inventory	Factory production	Sales	Closing inventory
(Number of units)				
<u>Home sets</u>				
Standard: Under \$30	62,109	1,100	4,707	58,502
\$30 - \$50	39,119*	1,166	3,386	36,899
Over \$50	2,251*	334	231	2,354
Multi-band: Under \$65	7,857	84	200	7,741
Over \$65	7,606	553	330	7,829
Battery: Standard	1,639	-32	86	1,521
Multi-band	3,796	-1	324	3,471
Clock sets	38,126	838	2,515	36,449
Total home sets	162,503	4,042	11,779	154,766
<u>Portables</u>				
Battery-electric	12,765	1,149	2,360	11,554
Battery	2,460	171	244	2,387
<u>Auto</u>	34,052	6,687	8,576	32,163
<u>Combinations</u>				
Standard: Table and portable	6,007	1,103	470	6,640
Console - Under \$200	3,731	827	529	4,029
Over \$200	10,645	270	515	10,400
Multi-band: Table and portable	-	-	-	-
Console - Under \$200	-	-	-	-
\$200 - \$300	4,443	597	491	4,549
Over \$300	2,127	765	83	2,809
Total combinations	26,953	3,562	2,088	28,427
Total all types	238,733	15,611	25,047	229,297

* Revised.

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

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

Price classifications: Suggested list price (including taxes).

Radio and Television Receiving Sets

Table 8 - Production and Sales of Radio Receiving Sets, Seven Months Ended July, 1954

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30	65,006	52,205
\$30 - \$50	52,276	44,612
Over \$50	561	961
Multi-band: Under \$65	6,136	4,355
Over \$65	6,194	5,310
Battery: Standard	1,640	1,548
Multi-band	3,928	2,063
Clock sets	38,272	27,383
Total home sets	174,013	138,437
 <u>Portables</u>		
Battery - electric	17,101	15,146
Battery	1,895	1,931
 <u>Auto</u>	70,437	71,718
 <u>Combinations</u>		
Standard: Table and portable	4,845	3,826
Console - Under \$200	3,914	4,375
Over \$200	8,022	7,169
Multi-band: Table and portable	2	5
Console - Under \$200	3	1
\$200 - \$300	5,205	6,562
Over \$300	2,010	1,891
Total combinations	24,001	23,829
Total all types	287,447	251,061

Table 9 - Production and Sales of Television Receiving Sets, Seven Months Ended July, 1954

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under	79,136	65,927
18" - 22"	56,743	51,578
Over 22"	-	-
 <u>Consoles</u>		
17" and under	15,301	14,359
18" - 22"	63,771	65,480
Over 22"	1,512	1,612
 <u>Three-way combinations</u>		
17" and under	294	1,529
18" and over	5,544	6,438
Total all types	222,301	206,923

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, July, 1954 (With Comparable Totals for July, 1953)

	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets	1,752	3,713	3,648	568	546	754	798	11,779	499,803
Portables	193	477	1,207	64	140	102	421	2,604	153,176
Auto	263	608	6,812	153	217	352	171	8,576	721,695
Combinations	176	314	461	359	222	259	277	2,088	466,808
Total all types, July, 1954	2,384	5,112	12,148	1,144	1,125	1,467	1,667	25,047	1,841,482
Total all types, July, 1953	2,275	6,385	20,484	2,169	1,117	1,979	2,241	36,650	2,810,178

* - Maritime Provinces and Newfoundland.

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Table 11 - Sales of Television Receiving Sets, By Areas, July, 1954 (With Comparable Totals for 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	161	2,506	2,029	471	284	555	961	519	1,320	8,806	2,225,495
18" - 22"	80	3,275	546	227	187	319	449	707	1,273	7,063	2,339,942
Over 22"	-	-	-	-	-	-	-	-	-	-	-
<u>Consoles</u>											
17" and under	19	431	534	127	53	68	120	190	136	1,678	543,458
18" - 22"	47	3,784	1,275	387	133	239	344	618	913	7,740	3,166,658
Over 22"	-	174	143	9	2	6	21	29	96	480	277,341
<u>Three-way combinations</u>											
17" and under	3	5	10	12	-	8	-	21	173	232	87,495
18" and over	8	152	29	8	5	12	30	80	38	362	263,743
Total all types, July, 1954 .	318	10,327	4,566	1,241	664	1,207	1,925	2,164	3,949	26,361	8,904,132
Total all types, July, 1953 .	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 12 - Sales of Television Receiving Sets, By Areas, Seven Months Ended July, 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)								
Table models											
17" and under	2,470	18,334	14,806	4,326	2,932	5,477	7,906	3,129	6,547	65,927	16,825,023
18" - 22"	1,815	21,538	7,823	2,330	1,387	3,132	3,602	3,335	8,616	51,578	18,081,317
Over 22"	-	-	-	-	-	-	-	-	-	-	-
Consoles											
17" and under	511	3,349	3,080	861	699	1,241	2,324	1,079	1,214	14,358	4,479,203
18" - 22"	1,338	26,143	16,225	3,639	1,725	2,502	3,525	3,693	6,690	65,480	28,740,914
Over 22"	12	685	365	47	32	79	100	75	217	1,612	998,560
Three-way combinations											
17" and under	88	281	226	62	28	257	62	194	331	1,529	554,316
18" and over	176	1,897	1,229	366	202	444	492	768	865	6,439	4,113,170
Total all types, 1954	6,410	72,227	43,754	11,631	7,005	13,132	18,011	12,273	22,480	206,923	73,792,503
Total all types, 1953	142	38,328	43,813	17,356	9,140	10,582	5,744	556	9,727	135,388	55,945,487

* - Maritime Provinces and Newfoundland.

Table 13 - Sales of Radio Receiving Sets, By Areas, Seven Months Ended July, 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	18,024	37,628	41,900	10,417	7,249	13,231	9,988	138,437	5,796,582
Portables	1,322	3,184	7,500	797	807	1,262	2,205	17,077	1,121,512
Auto	1,567	4,651	56,481	1,703	1,998	4,158	1,160	71,718	6,139,911
Combinations	1,592	4,077	5,763	3,030	1,807	3,980	3,580	23,829	5,771,688
Total all types, 1954 ...	22,505	49,540	111,644	15,947	11,861	22,631	16,933	251,061	18,829,693
Total all types, 1953 ...	23,003	55,922	185,748	17,450	12,819	24,110	19,250	338,302	29,576,818

* - Maritime Provinces and Newfoundland.

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

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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
Total seven months ...	7,373	856,380	5,843	502,495

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
Total seven months	8,814	633,636

Table 16 - Production, Shipments and Imports of Radio Tubes, By Months, 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
April	1,062,184	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
Total seven months	7,472,297	5,545,053	3,477,170	2,215,619	3,540,599	2,488,913

* - 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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