

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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



DOMINION BUREAU
OF STATISTICS

NOV 10 1954

PROPERTY OF THE
LIBRARY

Vol.9-No.8

August, 1954

Price: \$1.00 per year, 10¢ per copy.

RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during August, 1954, totalled 30,568 units valued at \$2,413,677 at list prices. The provincial distribution of sales was as follows: Ontario, 13,367; Quebec, 6,814; British Columbia, 2,215; Manitoba, 1,260; Atlantic Provinces, 3,292; Alberta, 2,217 and Saskatchewan, 1,403.

Sales of television sets totalled 55,794 sets, of which 32,097 were table models, 22,734 were consoles and 963 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 20,164; Quebec, 22,358; British Columbia, 5,355; Atlantic Provinces, 1,543 and Prairie Provinces, 6,374. In dollar value the August sales of television sets totalled \$19,068,859.

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.

6512-516:1-11-54

Radio and Television Receiving Sets

Table 4 - 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
Total eight months	89,484	62,243	6,011	149,602	104,185	8,930
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	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	3,634	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	14,281	3,719	19,031	8,282	3,255
Total eight months	172,269	173,13	32,078	157,468	97,077	27,084
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, August, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Table models</u>				
17" and under	27,991	12,012	17,558	22,445
18" - 22"	19,377	11,069	14,539	15,907
Over 22"	-	-	-	-
<u>Consoles</u>				
17" and under	6,794*	573	3,982	3,385
18" - 22"	27,093*	10,359	18,100	19,352
Over 22"	599	1,661	652	1,608
<u>Three-way combinations</u>				
17" and under	362	11	110	263
18" and over	4,829	720	853	4,696
Total all types	87,045	36,405	55,794	67,656

* Revised.

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

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home sets</u>				
Standard: Under \$30	58,376*	1,234	8,895	50,715
\$30 - \$50	36,900	5,891	4,280	38,511
Over \$50	2,354	265	238	2,381
Multi-band: Under \$65	8,721*	5	524	8,202
Over \$65	6,849*	1,772	565	8,056
Battery: Standard	1,521	549	127	1,943
Multi-band	3,471	99	310	3,260
Clock sets	36,355*	2,168	4,092	34,431
Total home sets	154,547	11,983	19,031	147,499
<u>Portables:</u>				
Battery-electric	11,555	60	936	10,679
Battery	2,387	66	184	2,269
Auto	32,286*	5,566	7,162	30,690
<u>Combinations</u>				
Standard: Table and portable	6,640	2,429	452	8,617
Console - Under \$200	2,915*	566	878	2,603
Over \$200	11,487*	1,221	937	11,771
Multi-band: Table and portable	-	-	-	-
Console - Under \$200	-	111	3	108
\$200 - \$300....	4,549	990	645	4,894
Over \$300	2,751*	787	340	3,198
Total combinations	28,342	6,104	3,255	31,191
Total all types	229,117	23,779	30,568	222,328

* 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, Eight Months Ended August, 1954

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30	66,240	61,100
\$30 - \$50	58,167	48,892
Over \$50	826	1,199
Multi-band: Under \$65	6,141	4,879
Over \$65	7,966	5,875
Battery: Standard	2,189	1,675
Multi-band	4,027	2,373
Clock sets	40,440	31,475
Total home sets	185,996	157,468
<u>Portables</u>		
Battery - electric	17,161	16,082
Battery	1,961	2,115
<u>Auto</u>	76,003	78,880
<u>Combinations</u>		
Standard: Table and portable	7,274	4,278
Console - Under \$200	4,480	5,253
Over \$200	9,243	8,106
Multi-band: Table and portable	2	5
Console - Under \$200	114	4
\$200 - \$300	6,195	7,207
Over \$300	2,797	2,231
Total combinations	30,105	27,084
Total all types	311,226	281,629

Table 9 - Production and Sales of Television Receiving Sets, Eight Months Ended August, 1954

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under	91,148	83,485
18" - 22"	67,812	66,117
Over 22"	-	-
<u>Consoles</u>		
17" and under	15,874	18,341
18" - 22"	74,130	83,580
Over 22"	3,173	2,264
<u>Three-way combinations</u>		
17" and under	305	1,639
18" and over	6,264	7,291
Total all types	258,706	262,717

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

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
	(Number of units)								
Home sets	2,771	5,658	6,359	769	811	1,224	1,439	19,031	763,746
Portables	100	220	346	51	64	83	256	1,120	209,674
Auto	195	484	5,695	99	200	370	119	7,162	688,964
Combinations	226	452	967	341	328	540	401	3,255	751,293
Total all types, August, 1954.	3,292	6,814	13,367	1,260	1,403	2,217	2,215	30,568	2,413,677
Total all types, August, 1953.	2,996	8,066	19,220	2,021	1,392	2,715	3,448	39,858	3,312,143

* - Maritimes Provinces and Newfoundland.

Table 11 - Sales of Television Receiving Sets, By Areas, August, 1954 (With Comparable Totals for August, 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	582	5,410	2,678	1,356	380	1,259	2,094	2,299	1,500	17,558	4,383,812
18" - 22"	345	6,611	1,505	731	210	927	874	1,566	1,770	14,539	4,937,782
Over 22"	-	-	-	-	-	-	-	-	-	-	-
<u>Consoles</u>											
17" and under	115	1,405	759	166	80	241	403	578	235	3,982	1,225,273
18" - 22"	414	8,222	2,939	1,144	232	785	1,019	1,624	1,721	18,100	7,345,250
Over 22"	10	397	63	45	10	28	22	55	22	652	606,094
<u>Three-way combinations</u>											
17" and under	49	13	2	8	-	6	3	38	4	110	41,265
18" and over	28	300	57	34	11	53	40	214	103	853	528,383
Total all types, August, 1954 ...	1,543	22,358	8,003	3,484	923	3,299	4,455	6,374	5,355	55,794	19,068,859
Total all types, August, 1953 ...	53	7,901	6,752	2,612	1,572	2,275	768	83	334	22,350	8,833,615

* - Maritimes Provinces and Newfoundland.

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

Table 12 - Sales of Television Receiving Sets, By Areas, Eight Months Ended August, 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	3,052	23,744	17,484	5,682	3,312	6,736	10,000	5,428	8,047	83,485	21,208,835
18" - 22"	2,160	28,149	9,328	3,061	1,597	4,059	4,476	4,901	8,386	66,117	23,019,099
Over 22"	-	-	-	-	-	-	-	-	-	-	-
<u>Consoles</u>											
17" and under	626	4,754	3,839	1,027	779	1,482	2,727	1,657	1,449	18,340	5,704,476
18" - 22"	1,752	34,365	19,164	4,783	1,957	3,287	4,544	5,317	8,411	83,580	36,086,164
Over 22"	22	1,082	428	92	42	107	122	130	239	2,264	1,604,654
<u>Three-way combinations</u>											
17" and under	137	294	228	70	28	263	65	232	335	1,639	595,581
18" and over	204	2,197	1,286	400	213	497	532	982	968	7,292	4,641,553
Total all types, 1954 ...	7,953	94,585	51,757	15,115	7,928	16,431	22,466	18,647	27,835	262,717	92,861,362
Total all types, 1953 ...	195	46,229	50,565	19,968	10,712	12,857	6,512	639	10,061	157,738	64,779,402

* - Maritimes Provinces and Newfoundland.

Table 13 - Sales of Radio Receiving Sets, By Areas, Eight Months Ended August, 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	20,795	43,286	48,259	11,186	8,060	14,455	11,427	157,468	6,560,328
Portables	1,422	3,404	7,846	848	871	1,345	2,461	18,197	1,331,186
Auto	1,762	5,135	62,176	1,802	2,198	4,528	1,279	78,880	6,828,875
Combinations	1,818	4,529	6,730	3,371	2,135	4,520	3,981	27,084	6,522,981
Total all types, 1954.	25,797	56,354	125,011	17,207	13,264	24,848	19,148	281,629	21,243,370
Total all types, 1953.	25,959	63,988	204,968	19,471	14,211	26,825	22,698	378,160	32,888,961

* - Maritimes 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
Total eight months	8,605	988,996	7,763	570,130

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
Total eight months	11,120	790,096

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	\$	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
Total eight months	8,454,784	6,525,205	4,042,585	2,656,336	4,444,578	2,860,532

* - 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



1010669619