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RADIO AND TELEVISION RECEIVING SETS

Sales of radio receiving sets by Canadian producers during September, 1954, totalled 39,448 units valued at \$2,553,876 at list prices. The provincial distribution of sales was as follows: Ontario, 16,253; Quebec, 10,115; British Columbia, 3,587; Manitoba, 2,687; Atlantic Provinces, 3,356; Alberta, 2,479 and Saskatchewan, 971.

Sales of television sets totalled 84,342 sets, of which 48,933 were table models, 33,461 were consoles and 1,948 were three-way combinations. The provincial distribution of these sales was as follows: Ontario, 34,254; Quebec, 30,014; British Columbia, 8,824; Atlantic Provinces, 2,723 and Prairie Provinces, 8,527. In dollar value the September sales of television sets totalled \$28,405,648.

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 available)
1944	595	(Not available)
1945	44,343	(Not available)
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.

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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	18,651	14,676	1,089
February .....	15,188	9,439	1,346	21,753	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
Total nine months	114,612	78,011	7,821	198,555	137,646	10,878
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
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
Total nine months	203,496	181,856	39,230	188,998	101,135	30,944
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, September, 1954

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<b>Table models</b>				
17" and under .....	22,468	18,375	24,941	15,902
18" - 22" .....	16,462	19,097	23,992	11,567
Over 22" .....	-	-	-	-
<b>Consoles</b>				
17" and under .....	3,479	1,985	2,426	3,038
18" - 22" .....	19,283	23,114	29,812	12,585
Over 22" .....	1,612	922	1,223	1,311
<b>Three-way combinations</b>				
17" and under .....	263	48	266	45
18" and over .....	4,696	985	1,682	3,999
<b>Total all types .....</b>	<b>68,263</b>	<b>64,526</b>	<b>84,342</b>	<b>48,447</b>

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

	Starting inventory	Factory production	Sales	Closing inventory
	(Number of units)			
<u>Home sets</u>				
Standard: Under \$30 .....	47,658	15,469	14,292	48,835
\$30 - \$50 .....	41,568	6,267	9,032	38,803
Over \$50 .....	2,381	656	461	2,576
Multi-band: Under \$65 .....	8,040	-2	842	7,196
Over \$65 .....	8,218	380	681	7,917
Battery: Standard .....	1,943	-13	120	1,810
Multi-band .....	3,260	21	393	2,888
Clock sets .....	34,431	4,304	5,709	33,026
Total home sets .....	147,499	27,082	31,530	143,051
<u>Portables:</u>				
Battery-electric .....	10,679	75	664	10,090
Battery .....	2,269	7	64	2,218
<u>Auto</u> .....	25,159	2,574	3,330	24,403
<u>Combinations</u>				
Standard: Table and portable .....	8,617	1,073	998	8,692
Console - Under \$200 ....	2,603	370	658	2,315
Over \$200 .....	11,771	205	1,186	10,790
Multi-band: Table and portable .....	-	-	-	-
Console - Under \$200 ....	108	-57	20	31
\$200 - \$300 ...	4,894	176	535	4,535
Over \$300 .....	3,279	377	463	3,193
Total combinations .....	31,272	2,144	3,860	29,556
Total all types .....	216,878	31,882	39,448	209,312

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, Nine Months Ended September, 1954

	Factory production	Sales
	(Number of units)	
<u>Home sets</u>		
Standard: Under \$30 .....	81,709	75,392
\$30 - \$50 .....	64,434	57,924
Over \$50 .....	1,482	1,66
Multi-band: Under \$65 .....	6,139	5,721
Over \$65 .....	8,346	6,556
Battery: Standard .....	2,176	1,795
Multi-band .....	4,048	2,766
Clock sets .....	44,744	37,184
Total home sets .....	213,078	188,998
<u>Portables</u>		
Battery - electric .....	17,236	16,746
Battery .....	1,968	2,179
Auto .....	78,577	82,210
<u>Combinations</u>		
Standard: Table and portable .....	8,347	5,276
Console - Under \$200 .....	4,850	5,911
Over \$200 .....	9,448	9,292
Multi-band: Table and portable .....	2	5
Console - Under \$200 .....	57	24
\$200 - \$300 .....	6,371	7,742
Over \$300 .....	3,174	2,694
Total combinations .....	32,249	30,944
Total all types .....	343,108	321,077

Table 9 - Production and Sales of Television Receiving Sets, Nine Months Ended September, 1954

	Factory production	Sales
	(Number of units)	
<u>Table models</u>		
17" and under .....	109,523	108,426
18" - 22" .....	86,909	90,109
Over 22" .....	-	-
<u>Consoles</u>		
17" and under .....	17,859	20,767
18" - 22" .....	97,244	113,392
Over 22" .....	4,095	3,487
<u>Three-way combinations</u>		
17" and under .....	353	1,905
18" and over .....	7,249	8,973
Total all types .....	325,232	347,059

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

	Atlantic* Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	C A N A D A	
								Units	\$
(Number of units)									
Home sets .....	3,081	9,173	11,598	2,236	735	1,872	2,835	31,530	1,247,463
Portables .....	30	153	230	56	69	69	121	728	55,619
Auto .....	47	104	2,877	50	28	150	74	3,330	346,998
Combinations .....	198	685	1,548	345	139	388	557	3,860	903,796
Total all types, September, 1954	3,356	10,115	16,253	2,687	971	2,479	3,587	39,448	2,553,876
Total all types, September, 1953	4,281	9,947	19,121	3,383	1,829	4,326	3,535	46,422	3,719,101

\* - Maritime Provinces and Newfoundland.

Table 11 - Sales of Television Receiving Sets, By Areas, September, 1954 (With Comparable Totals for September, 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 .....	1,257	5,970	3,946	2,258	788	2,025	3,416	2,634	2,647	24,941	5,403,763
18" - 22" .....	793	9,358	3,310	1,389	458	1,649	1,857	2,416	2,762	23,992	7,988,869
Over 22" .....	-	-	-	-	-	-	-	-	-	-	-
<u>Consoles</u>											
17" and under .....	102	548	375	140	110	180	350	405	216	2,426	732,085
18" - 22" .....	427	12,948	4,987	1,924	621	1,595	1,969	2,465	2,876	29,812	12,466,617
Over 22" .....	15	644	133	88	28	57	72	117	69	1,223	665,735
<u>Three-way combinations</u>											
17" and under .....	25	-	84	6	-	14	8	51	78	266	99,755
18" and over .....	104	546	176	48	21	60	112	439	176	1,682	1,048,824
Total all types, September, 1954..	2,723	30,014	13,011	5,853	2,026	5,580	7,784	8,527	8,824	84,342	28,405,648
Total all types, September, 1953..	74	13,776	14,095	5,315	2,865	3,603	1,625	55	1,298	42,706	17,014,132

\* - Maritime Provinces and Newfoundland.

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

Table 12 - Sales of Television Receiving Sets, By Areas, Nine Months Ended September, 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)											
<b>Table models</b>											
17" and under .....	4,309	29,714	21,430	7,940	4,100	8,761	13,416	8,062	10,694	108,426	26,612,598
18" - 22" .....	2,953	37,507	12,638	4,450	2,055	5,708	6,333	7,317	11,148	90,109	31,007,968
Over 22" .....	-	-	-	-	-	-	-	-	-	-	-
<b>Consoles</b>											
17" and under .....	728	5,302	4,214	1,167	889	1,662	3,077	2,062	1,665	20,766	6,436,561
18" - 22" .....	2,179	47,313	24,151	6,707	2,578	4,882	6,513	7,782	11,287	113,392	48,552,781
Over 22" .....	37	1,726	561	180	70	164	194	247	308	3,487	2,270,389
<b>Three-way combinations</b>											
17" and under .....	162	294	312	76	28	277	73	283	413	1,905	695,336
18" and over .....	308	2,743	1,462	448	234	557	644	1,421	1,144	8,974	5,690,377
Total all types, 1954 ....	10,676	124,599	64,768	20,968	9,954	22,011	30,250	27,174	36,659	347,059	121,266,010
Total all types, 1953 ....	269	60,005	64,660	25,283	13,577	16,460	8,137	694	11,359	200,444	81,793,234

\* - Maritime Provinces and Newfoundland.

Table 13 - Sales of Radio Receiving Sets, By Areas, Nine Months Ended September, 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 .....	23,876	52,459	59,857	13,422	8,795	16,327	14,262	188,998	7,807,791
Portables .....	1,452	3,557	8,076	904	940	1,414	2,582	18,925	1,386,805
Auto .....	1,809	5,239	65,053	1,852	2,226	4,678	1,353	82,210	7,175,873
Combinations .....	2,016	5,214	8,278	3,716	2,274	4,908	4,538	30,944	7,426,777
Total all types, 1954 ..	29,153	66,469	141,264	19,894	14,235	27,327	22,735	321,077	23,797,246
Total all types, 1953 ..	30,280	73,935	224,089	22,854	16,040	31,151	26,233	424,582	36,608,062

\* - Maritime Provinces and Newfoundland.

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

Radio and Television Receiving Sets

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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
August .....	1,232	132,616	1,920	67,635
September .....	Not yet available		Not yet available	
Total nine months .....				

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
Total nine months .....	12,642	914,593

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 .....	1,062,124	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	Not yet available		
Total nine months..	9,702,430	7,909,168	5,036,963			

\* - 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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