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FACTORY SALES OF ELECTRIC STORAGE BATTERIES

Sales of electric storage batteries and parts by principal Canadian producers were valued at \$2,103,822 during January, 1954, compared with \$1,611,164 during January, 1953. The sales for January, 1954 included 162,830 batteries at \$1,622,288 for the ignition of internal combustion engines for passenger cars and light trucks; 2,400 cells at \$28,496 for farm lighting plants; 2,126 cells at \$104,365 for railway service; batteries valued at \$301,248 for all other purposes, including telephone switchboards, direct motive power and ignition of internal combustion engines other than passenger cars and light trucks; and miscellaneous parts and supplies at \$47,425.

Table 1 - Factory Sales of Electric Storage Batteries, January, 1953 and 1954

| Type | January, 1953 | | January, 1954 | |
|---|-------------------|---------------------------------|---------------|---------------------------------|
| | Number | Selling value at works \$ | Number | Selling value at works \$ |
| For starting and/or ignition of internal combustion engines: | | | | |
| (a) Automotive type (Passenger cars and light trucks) ... | Batteries 127,167 | 1,303,764 | 162,830 | 1,622,288 |
| (b) Other | Batteries ... | 1,715 | ... | 4,573 |
| For farm lighting plants | Cells 2,025 | 20,128 | 2,400 | 28,496 |
| For railway service | Cells 1,025 | 43,252 | 2,126 | 104,365 |
| For all other purposes | | 202,684 | ... | 296,675 |
| Parts and supplies | | 39,621 | ... | 47,425 |
| Total | | 1,611,164 | ... | 2,103,822 |

Note: Firms which report monthly account for more than 95 per cent of the total Canadian production of storage batteries.

LIST OF REPORTING FIRMS

| Name | Address |
|---|--|
| Coyle Batteries Ltd. | 8650 Barnard Street, Vancouver 14, B.C. |
| Exide Batteries of Canada, Ltd. | 153 Dufferin St., Toronto 3, Ontario |
| Giant Battery Co. | 1290 Howe St., Vancouver 1, B.C. |
| Globelite Batteries Ltd. | 7021 Winnipeg Avenue, Winnipeg, Manitoba |
| Globelite Batteries (B.C.) Ltd. | 8650 Barnard Street, Vancouver 14, British Columbia |
| Gould Storage Battery Ltd. | Hickson Ave., Kingston, Ontario |
| Hart Battery Co. Ltd. | 170 St. Georges St., St. Johns, Quebec |
| Island Battery Service | 70 Departure Bay Road, Nanaimo, British Columbia |
| New Era Battery Co. | 2240 Bellechasse St., Montreal, Quebec |
| Prest-O-Lite Co. & Auto-Lite Batteries of Canada, Ltd. | 1352-1360 Dufferin St., Toronto, Ontario |
| Service Specialty Co. Ltd. | 360 St. James St. W., Montreal, Quebec |
| Willard Storage Battery Co. of Canada Ltd. | 269 Campbell Ave., Toronto, Ontario. |

Prepared in the Metal and Chemical Products Section - Industry and Merchandising Division.
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