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QUARTERLY REPORT

FACTORY SALES OF ELECTRIC STORAGE BATTERIES

FOURTH QUARTER, 1944



Sales of electric storage batteries and parts by principal Canadian producers were valued at \$2,663,430 during the fourth quarter of 1944 compared with \$2,409,278 in the previous quarter and with \$2,426,125 during October, November and December of 1943. Sales for the quarter under review included 330,289 batteries at \$1,806,624 for the ignition of internal combustion engines; 1,210 batteries at \$4,486 for motor cycle starting; 15,955 cells at \$120,824 for farm lighting plants; 1,724 cells at \$43,175 for railway service; batteries valued at \$408,612 for other purposes, including those for telephone switchboards, and miscellaneous parts and supplies for batteries valued at \$279,709.

Table 1 - FACTORY SALES OF ELECTRIC STORAGE BATTERIES, FOURTH QUARTER, 1943 and 1944

	Fourth Quarter 1943		Fourth Quarter 1944	
	Number	Selling value at works \$	Number	Selling value at works \$
For starting and ignition of internal combustion engines Batteries	302,507	1,534,578	330,289	1,806,624
Farm lighting plants ..... Cells	17,395	117,194	15,955	120,824
For railway service, car lighting and signal ..... Cells	1,067	21,227	1,724	43,175
For motorcycle starting .... Batteries	545	1,795	1,210	4,486
For all other purposes, including telephone .....	...	465,698	...	408,612
Parts and supplies .....	...	285,643	...	279,709
<b>TOTAL .....</b>	<b>...</b>	<b>2,426,125</b>	<b>...</b>	<b>2,663,430</b>



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Batteries

Table 2 - FACTORY SALES OF ELECTRIC STORAGE BATTERIES, BY QUARTERS, 1943 and 1944.

	First quarter	Second quarter	Third quarter	Fourth quarter	Calendar year	
<u>1 9 4 3</u>						
For starting and ignition of internal combustion engines .....	Batteries	272,231	251,894	255,047	302,507	1,081,679
	\$	1,295,834	1,219,209	1,246,292	1,534,578	5,295,913
Farm lighting plants ...	Cells	12,994	7,897	11,634	17,395	49,920
	\$	77,391	51,128	76,297	117,194	322,010
For railway service, car lighting and signal ...	Cells	1,196	1,894	2,558	1,067	6,715
	\$	17,811	36,966	26,671	21,227	102,675
For motorcycle starting..	Batteries	1,316	1,506	1,162	545	4,529
	\$	4,550	5,567	4,267	1,795	16,179
For all other purposes..	\$	324,045	561,794	355,283	465,688	1,706,810
Parts and supplies .....	\$	239,801	289,677	246,313	285,643	1,061,634
TOTAL .....	\$	1,959,432	2,164,541	1,955,123	2,426,125	8,505,221
<u>1 9 4 4</u>						
For starting and ignition of internal combustion engines .....	Batteries	294,801	304,837	283,207	330,289	1,213,134
	\$	1,503,782	1,588,926	1,602,116	1,806,624	6,501,448
Farm lighting plants ...	Cells	18,155	20,684	17,833	15,955	72,627
	\$	108,045	108,234	100,251	120,824	437,354
For railway service, car lighting and signal ...	Cells	2,706	1,722	1,296	1,724	7,448
	\$	57,791	36,994	26,993	43,175	164,953
For motorcycle starting..	Batteries	1,322	1,933	1,026	1,210	5,491
	\$	4,637	5,855	3,806	4,486	18,784
For all other purposes..	\$	474,566	480,185	428,625	408,612	1,791,988
Parts and supplies .....	\$	329,614	305,804	247,487	279,709	1,162,614
TOTAL .....	\$	2,478,435	2,525,998	2,409,278	2,663,430	10,077,141

LIST OF REPORTING FIRMS (x), FOURTH QUARTER, 1944

<u>Names of Firms</u>	<u>Location of Plants</u>
Coyle Batteries Ltd.	1481 Venables St., Vancouver, B.C.
Exide Batteries of Canada, Ltd.	153 Dufferin St., Toronto, Ont.
Globelite Batteries Ltd.	147 Pacific Ave., Winnipeg, Man.
Hart Battery Co. Ltd.	St. Johns, Que.
Monarch Battery Mfg. Co. Ltd.	Montreal and Joseph Sts., Kingston, Ont.
National Batteries Ltd.	12 Church Street, Toronto, Ont.
Prest-O-Lite Storage Battery Co. Ltd.	1352 Dufferin St., Toronto, Ont.
Smith Batteries Ltd.	1012 Ninth Ave. W., Calgary, Alta.
Willard Storage Battery Co. of Canada Limited	269 Campbell Ave., Toronto, Ont.
Service Specialty Co.	1858 St. Luke St., Montreal, Que.

(x) Firms which report quarterly account for more than 95 per cent of the total Canadian production.