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FACTORY SALES OF ELECTRIC STORAGE BATTERIES

DECEMBER 1968

TABLE 1. Factory Sales of Electric Storage Batteries

	Number	Selling value at plant(1)
		dollars
<u>December 1968</u>		
<u>For starting and/or ignition of internal combustion engines</u>		
(a) Automotive type (all types prima- rily to fit passenger cars regardless of application):		
(i) For initial installation ... batteries	87,055	...
(ii) For replacement purpose "	220,606	2,441,280
(b) Heavy-duty transport, motor coach and bus and diesel starting batteries (excluding marine):		
(i) For initial installation ... "	(2)	...
(ii) For replacement purposes ... "	(2)	(2)
(c) Marine	398	18,648
For direct motive power cells	4,283	382,738
For all other purposes (including air- craft, motorcycle, communication, farm- lighting and railway service)	328,604
Parts and supplies	109,929
Totals	3,281,199

See page 2 for footnotes.

Manufacturing and Primary Industries Division

February 1969
6506-719

TABLE 2. Factory Sales of Electric Storage Batteries

	Number	Selling value at plant(1)
		dollars
<u>December 1967</u>		
<u>For starting and/or ignition of internal combustion engines</u>		
(a) Automotive types (all types primarily to fit passenger cars regardless of application):		
(i) For initial installation ... batteries	129,134	1,987,667
(ii) For replacement purposes ... "	180,043	1,995,338
(b) Heavy duty transport, motor coach and bus and diesel starting batteries (excluding marine):		
(i) For initial installation ... "	(2)	(2)
(ii) For replacement purposes ... "	(2)	(2)
(c) Marine	1,459	37,193
For direct motive power cells	5,045	462,583
For all other purposes (including aircraft, motorcycle, communication, farm lighting and railway service)	334,927
Parts and supplies	122,147
Totals	4,939,855

Notes: 1. Data contained in this report reflect the experience of the respondent firms listed on page 4.

2. In the case of the commodity contained herein it is estimated that coverage is approximately 95 per cent.

(1) Factory selling value exclusive of sales tax or excise duties.

(2) Included with "(a) Automotive type".

... Figures not appropriate or not applicable.

TABLE 3. Factory Sales of Electric Storage Batteries

		1967		1968	
		Number	Selling value at plant (1) dollars	Number	Selling value at plant (1) dollars
<u>Twelve months ended December</u>					
<u>For starting and/or ignition of internal combustion engines</u>					
(a) Automotive type (all types primarily to fit passenger cars regardless of application):					
(i) For initial installation	batteries	1,002,191	12,280,538	1,170,168	...
(ii) For replacement purposes	"	2,445,484	26,873,439	2,486,403	26,852,315
(b) Heavy-duty transport, motor coach and bus and diesel starting batteries (excluding marine):					
(i) For initial installation	"	(2)	(2)	(2)	...
(ii) For replacement purposes	"	(2)	(2)	(2)	(2)
(c) Marine	"	7,451	295,668	11,216	266,054
For direct motive power	cells	58,335	4,596,851	51,492	4,105,059
For all other purposes (including aircraft, motorcycle, communication, farm lighting and railway service)	3,874,632	...	3,260,465
Parts and supplies	1,023,011	...	870,470
Totals	48,944,139	...	35,354,363

See page 2 for footnotes.



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List of Reporting Firms

Name	Commodities reported	Plant location
Electro Chemical Products Ltd.	(1c, 2, 3)	Scarborough, Ont.
ESB Canada Limited	(1a, (i), (ii), 1b, (i), (ii), 1c, 2, 3, 4)	Toronto, Ont.
Francis Batteries & Tires Ltd.	(1a, (ii))	Victoria, B.C.
General Motors of Canada Ltd.	(1a, (i), (ii), 1b, (i), (ii))	Oshawa, Ont.
Giant Battery Company	(1a, (ii), 1b, (ii), 1c, 2, 4)	Vancouver, B.C.
Globelite Batteries Ltd.	(1a, (i), (ii), 1b, (i), (ii), 1c, 2, 3, 4)	Scarborough, Ont. Winnipeg, Man. Richmond, B.C.
Gould National Batteries of Canada Limited	(2, 3, 4)	Ft. Erie, Ont.
Prestolite Company, The, Division of Eltra of Canada Ltd., (Battery Division)	(1a, (i), (ii), 1b, (ii), 4)	Drummondville, P.Q. Toronto, Ont. Calgary, Alta.
Surette Battery Co.	(1a, (ii), 1b, (ii), 1c, 2)	Springhill, N.S.

Note: The numbers shown after the firm name relate to the items listed below and indicate the type of operations carried on by that firm:

1. For starting and/or ignition of internal combustion engines

- (a) Automotive type (all types primarily to fit passenger cars regardless of application):
 - (i) For initial installation
 - (ii) For replacement purpose
- (b) Heavy-duty transport, motor coach and bus and diesel starting batteries (excluding marine):
 - (i) For initial installation
 - (ii) For replacement purpose
- (c) Marine.

2. For direct motive power.

3. For all other purposes (including aircraft, motorcycle, communication, farm-lighting and railway service).

4. Parts and supplies.