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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

CENSUS OF INDUSTRY

GENERAL MANUFACTURES BRANCH

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REPORT

ON THE

PREPARED BREAKFAST FOODS

AND

OTHER CEREAL PRODUCTS INDUSTRY

IN

CANADA

1936



OTTAWA  
1938

Price 15 cents





DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
GENERAL MANUFACTURES BRANCH  
OTTAWA - CANADA

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THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

A report on the prepared breakfast foods and other cereal products industry in Canada is herewith presented for the year 1936. Prior to 1930 producers of breakfast foods and other cereal products were included with the miscellaneous food industry. It should be remembered that the statistics published in the present report refer only to firms whose principal products are breakfast foods and other cereal products. These products are also made in the flour milling industry which is covered by a separate report.

Production in this industry in 1936 included 65,679,133 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, shredded wheat, muffets, force, etc.), valued at \$9,457,130, unprepared cereal products \$630,884 and all other products \$678,619. The total output of "prepared breakfast foods" in 1936 (including those produced in the flour milling industry), was 76,355,140 pounds valued at \$10,766,370 (see footnote to table 2). Such unprepared cereals as oatmeal, rolled oats, etc., which are produced exclusively in the flour milling industry are not included in this report.

According to table 1, firms whose principal products were prepared breakfast foods and other cereal products numbered twenty-eight in 1936. Of these sixteen were located in Ontario, three in Manitoba, two in Saskatchewan, two in Alberta and five in British Columbia. These firms reported a capital investment of \$5,006,372; they furnished employment to 702 persons who were paid \$822,390 in salaries and wages. They also spent \$3,642,775 for materials, and produced goods with a selling value at the factory of \$10,766,633. This industry is practically confined to the Province of Ontario.

Compared with the previous year there were increases of 5 in the number of establishments, \$1,111,584 in the value of production, \$338,070 in the cost of materials used, 60 in the number of employees, and \$75,753 in the amount paid out in salaries and wages. The capital investment, however, declined to the extent of \$113,448.

Exports of cereal foods are considerable. In 1936 they amounted to \$1,204,738. Imports, however, are much smaller, amounting to only \$175,886 in 1936.

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

Table 1. - Principal Statistics of the Industry, 1934, 1935 and 1936.

Items	1 9 3 4	1 9 3 5	1 9 3 6
Establishments reporting.....No.	17	23	28
Capital invested..... \$	5,213,811	5,119,820	5,006,372
Employees on salaries -			
Male .....No.	65	79	71
Female.....No.	28	36	43
Total salaries.....\$	187,092	202,640	162,787
Employees on wages -			
Male.....No.	330	348	383
Female .....No.	177	179	205
Total wages.....\$	511,909	543,997	659,603
Power equipment -			
Units.....No.	813	575	690
Horse-power capacity.....H.P.	4,820	4,459	5,010
Cost of fuel and electricity.....\$	177,718	181,959	194,826
Cost of materials used.....\$	2,908,531	3,304,705	3,642,775
Gross value of products.....\$	8,792,407	9,655,049	10,766,633

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

The principal products of this industry are shown in table 2 for Canada, 1935 and 1936. These figures do not represent the total production of these commodities as they are also produced in other industries. (See footnote below).

Table 2. - Production, 1935 and 1936.

Products <sup>x</sup>	Unit of Measure	1 9 3 5		1 9 3 6	
		Quantity	Selling Value at the Factory	Quantity	Selling Value at the Factory
			\$		\$
Breakfast foods, prepared, ready for serving, such as: Corn flakes, bran flakes, wheat flakes, shredded wheat, muffets, force, etc.....	Pound	57,732,539	8,454,991	65,679,133	9,457,130
Unprepared cereal products.....	"	6,716,166	605,151	6,978,647	630,884
Stock and poultry foods.....	Ton	12,837	323,469	(xx)	
Other products and by-products.....	-	-	271,438		678,619
PRODUCTION IN THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY.....	-	-	9,655,049		10,766,633

<sup>x</sup> In the "Flour Milling Industry" in 1936 there were produced 10,676,007 pounds of "prepared breakfast foods" valued at \$1,309,240 and 8,875,120 pounds of "unprepared cereal products" valued at \$323,772. "Unprepared cereal products", such as rolled oats, oatmeal, cornmeal, etc., are produced almost exclusively in the "Flour Milling Industry", and are not included above. Stock and poultry foods are produced in the "Stock and Poultry Food Industry", and also in the "Flour Milling Industry".

(xx) Less than 3 establishments reporting, - included with "Other products and by-products".



THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

Table 3. - Materials Used, 1935 and 1936.

Materials	1 9 3 5		1 9 3 6	
	Quantity	Cost Value at the Works	Quantity	Cost Value at the Works
	Pounds	\$	Pounds	\$
Wheat.....	26,350,500	378,363	27,366,960	386,047
Rye .....	2,572,696	30,232	2,527,728	27,486
Corn and corn grits.....	(1)		64,829,914	1,040,699
Rice.....	2,772,000	137,998	3,559,050	173,532
Other grains.....	51,970,260	954,752	533,594	14,616
Bran .....	9,674,054	164,171	10,516,353	165,286
Wheat flour, wheat meal and malted wheat.....	2,691,274	69,313	2,639,787	60,842
Flax.....	156,246	4,221	176,605	5,130
Middlings, wheatlets, wheat germ, etc.....	2,251,995	58,375	2,434,090	66,132
Malt.....	1,850,453	95,583	(1,548,665	40,145
Malt extract and syrup.....			( 624,851	53,677
Sugar.....	3,740,640	195,369	4,391,318	233,371
Salt.....	1,384,929	10,176	1,621,266	11,518
All other materials.....	-	26,954	-	23,550
Containers and packaging materials.....	-	1,179,198	-	1,340,744
TOTAL COST OF MATERIALS.....	-	3,304,705	-	3,642,775

(1) Less than three establishments reporting. Included under "Other Grains".

Table 4. - Capital Investment, 1935 and 1936.

Items of Capital	1 9 3 5	1 9 3 6
	\$	\$
Fixed Capital - Present value of land, buildings, etc.....	2,245,300	2,284,966
Working Capital - Inventory value of materials and supplies, finished products on hand and stocks in process, etc.....	653,340	892,194
Operating capital (cash, bills receivable, etc.).....	2,221,180	1,829,212
TOTAL CAPITAL INVESTMENT.....	5,119,820	5,006,372

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

Size of Establishments

A series of tables is presented showing in a threefold way the size of establishments in the industry, measured by (a) gross value of production, (b) capital investment and (c) employment. The tables when compared for a number of years indicate the movement of production, capital and employment within the industry.

Of the twenty-eight establishments reporting in 1936, five had a total production of \$10,285,249, or almost 96 per cent of the total for the industry, and an average production of \$2,057,050 per establishment. In capital investment, four establishments had a capital investment of \$4,328,671 or over 86 per cent of the total investment, with an average investment of \$1,082,168 per establishment. In employment, five establishments had a total payroll of 590 or over 84 per cent of the total employed, and an average employment of 118 per establishment.

Table 5(a). - Production, 1935 and 1936.

Establishments having a Production of: -	1 9 3 5			1 9 3 6		
	Estab-lish-ments	Total Production	Average Production per Estab-lishment	Estab-lish-ments	Total Production	Average Production per Estab-lishment
	No.	\$	\$	No.	\$	\$
Under \$100,000 .....	16	108,939	6,809	22 )	481,384	20,930
\$100,000 to under \$300,000.....	2)	9,546,110	1,363,730	1 )		
\$300,000 and over...	5)			5	10,285,249	2,057,050
TOTAL AND AVERAGE...	23	9,655,049	419,785	28	10,766,633	384,523

Table 5(b). - Capital Investment, 1935 and 1936.

Establishments having a Capital Investment of: -	1 9 3 5			1 9 3 6		
	Estab-lish-ments	Total Capital	Average Capital per Estab-lishment	Estab-lish-ments	Total Capital	Average Capital per Estab-lishment
	No.	\$	\$	No.	\$	\$
Under \$50,000.....	16	177,332	11,083	20	151,480	7,574
\$50,000 to under \$300,000.....	3	509,003	169,668	4	526,221	131,555
\$300,000 and over...	4	4,433,485	1,108,371	4	4,328,671	1,082,168
TOTAL AND AVERAGE...	23	5,119,820	222,601	28	5,006,372	178,799

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

Table 5(c). Employment, 1935 and 1936.

Establishments having an Average Employment of:	1 9 3 5			1 9 3 6		
	Estab- lish- ments	Total Employees	Average Employees per Estab- lishment	Estab- lish- ments	Total Employees	Average Employees per Estab- lishment
	No.	No.	No.	No.	No.	No.
Under 30 employees...	19	100	5	23	112	5
30 employees and over	4	542	136	5	590	118
TOTAL AND AVERAGE....	23	642	28	28	702	25

Table 6. - Wage earners Employed, by Months, 1935 and 1936.

Months	1 9 3 5			1 9 3 6		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	297	125	422	284	164	448
February .....	306	145	451	333	151	484
March .....	345	172	517	340	166	506
April .....	340	171	511	377	214	591
May .....	382	215	597	435	258	693
June .....	406	229	635	426	251	677
July .....	407	219	626	409	231	640
August .....	400	217	617	443	243	686
September .....	366	201	567	418	196	614
October .....	301	170	471	413	209	622
November .....	305	131	436	338	173	511
December .....	302	138	440	323	152	475
MONTHLY AVERAGE .....	348	179	527	383	205	588

Table 7. - Employment by Number, Sex and Remuneration, 1935 and 1936.

	Salaried Employees			Wage earners			Total Employees		
	Male	Female	Total Salaries	Male	Female	Total Wages	Male	Female	Salaries and Wages
	No.	No.	\$	No.	No.	\$	No.	No.	\$
CANADA, 1935	79	36	202,640	348	179	543,997	427	215	746,637
CANADA, 1936	71	43	162,737	383	205	659,603	454	248	822,390



THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

Table 8. - Number of Wage-earners in Months of Highest Employment whose Regular Hours per Week in 1936 were:

Number of Hours Worked per Week	Number of Employees	Number of Hours Worked per Week	Number of Employees
40 hours or less .....	128	51-53 hours .....	41
41-43 hours.....	16	54 hours.....	5
44 hours.....	64	55 hours.....	2
45-47 hours.....	175	56-59 hours.....	36
48 hours.....	184	60 hours and over.....	75
49-50 hours.....	41		

The above table does not include overtime.

Table 9. - Power Equipment, 1935 and 1936.

Classes of Power	1935		1936	
	Number of Units	Manufacturers' Rating of Horse-power Capacity	Number of Units	Manufacturers' Rating of Horse-power Capacity
Steam engines and turbines				
In Use.....	2	131	3	161
Idle.....	1	100	1	75
Gasoline, gas and oil engines, other than diesel.....	1	12	1	12
Hydraulic turbines or water wheels.....	8	260	8	260
Electric motors operated by purchased power -				
In Use.....			655	4,361
Idle.....	563	3,956	12	141
TOTAL POWER USED	575	4,459	680	5,010
Boiler installation....	10	1,007	13	1,163

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

Table 10. - Consumption of Fuel and Electricity, 1935 and 1936.

Kinds of Fuel	Unit of Measure	1 9 3 5		1 9 3 6	
		Quantity	Cost Value	Quantity	Cost Value
			\$		\$
Coal, bituminous.....	Ton (2000 lbs.)	12,501	72,898	13,497	75,168
Coal, anthracite.....	"	391	13,546	483	4,503
Coke.....	"	75	565	53	530
Fuel oil.....	Imp. Gal.	17,866	1,299	-	-
Gas.....	M cu. ft.	54,450	25,256	41,711	28,432
Other fuel (wood, gasoline, etc.).....	-	-	80	-	194
TOTAL COST OF FUEL.....	-	-	101,644	-	108,827
Electricity purchased (including service charges).....	Kw. H.	11,206,975	80,315	11,758,391	85,999
TOTAL COST OF FUEL AND ELECTRICITY..	-	-	181,959	-	194,826

Table 11. - Imports of Cereal Foods, 1935 and 1936.

	1 9 3 5		1 9 3 6	
	Quantity	Value	Quantity	Value
	Pounds	\$	Pounds	\$
Cereal foods, prepared, in packages not exceeding 25 pounds weight each.....	414,821	52,135	458,094	54,956
Cereal foods, prepared, n.o.p....	-	89,150	-	120,930
TOTAL VALUE OF IMPORTS.....	-	141,285	-	175,886

Table 12. - Exports of Cereal Foods, 1935 and 1936.

	1 9 3 5		1 9 3 6	
	Quantity	Value	Quantity	Value
		\$		\$
Cereal foods, prepared, of all kinds.....	-	3,427,530	-	4,204,738
TOTAL VALUE OF EXPORTS.....	-	3,427,530	-	4,204,738



THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1936.

A P P E N D I X

List of Firms Reporting the Manufacture of Prepared Breakfast Foods  
and Other Cereal Products in 1936.

ONTARIO

Canadian Postum Company Limited,	Windsor
Canadian Shredded Wheat Company Limited, The,	Niagara Falls
Coyles Products, Ltd.	Tillsonburg
Durum Cereals Limited,	Port Dover
"Good Humor" Food Products Limited,	369 Sorauren Avenue, Toronto
Hecker H-O Company of Canada Limited	Ayr
Honey Flake Products Ltd.	41-43 Finkle St., Woodstock
Dr. Jackson Foods Limited,	108 Vine Avenue, Toronto
Jireh Food Company,	5 Jessie Street, Brockville
Kellogg Company of Canada Limited,	1107 Dundas Street, London
Kropp, W. F.,	Pembroke
Lakehead Grain Pufferies	87 N. Hill St., Port Arthur
MacKay, John, Limited,	Bowmanville
Old York Cereal Company,	858 Dupont Street, Toronto
Plews Puffed Products Company,	90 Ontario Street, Toronto
Soy Bean (Sunsoy) Products, Ltd.	58 Fraser Ave., Toronto

MANITOBA

Blue Bar Cereal Company Limited,	310 Colony Street, Winnipeg
Cream of Wheat Corporation, The,	312 Chamber Street, Winnipeg
Ryerson Pure Foods Company Limited,	331 Provencher Avenue, St. Boniface

SASKATCHEWAN

Eston Milling Co. Ltd.	2731 South Railway St., Regina
Saxon Cereal Company, Limited,	Prince Albert

ALBERTA

Calgary Cereal Co.,	1111 1st Ave., N.E., Calgary
V.X.L. Food Products	1413 9th Ave., E., Calgary

BRITISH COLUMBIA

Cereal Health Foods Company, (C.W. Dowling),	425 Industrial Ave., Vancouver
Homan Mfg. Co. Ltd., (Inc.) The	1650 First Ave., W., Vancouver
Rockhill Food Products	134 West 1st St., North Vancouver
Superior Health Food Company (1932) Limited,	97 Water St., Vancouver
Western Cereal Company.	441 Keefer Street, Vancouver







