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CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
CENSUS OF INDUSTRY
GENERAL MANUFACTURES BRANCH

REPORT
ON THE
BREAKFAST FOODS INDUSTRY
IN
CANADA
1938



OTTAWA
1940

Price 15 cents

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

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THE BREAKFAST FOODS INDUSTRY IN CANADA, 1938.

The report on the breakfast foods industry in Canada for the year 1938 is presented herewith. Statistics published in this report refer only to firms whose principal products are breakfast foods, prepared and unprepared. These products are also manufactured in the flour milling industry which is covered by a separate report.

Production by this industry in 1938 included 67,660,032 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$9,959,985; unprepared breakfast foods, 4,391,678 pounds valued at \$348,693; and other products to the value of \$583,524. The total output of "prepared breakfast foods" in 1938, including the production in the flour milling industry, totalled 75,138,124 pounds valued at \$11,113,375. Unprepared cereal products, such as, oatmeal, rolled oats, etc. which are mostly produced in the flour milling industry, are not covered in this report. See table 2 for detailed statistics on production.

There were 39 establishments reporting in the breakfast foods industry in 1938. Of these, one was located in Quebec, sixteen in Ontario, three in Manitoba, six in Saskatchewan, eight in Alberta and five in British Columbia. These establishments reported a capital investment in fixed and current assets of \$5,485,140, they furnished employment to 788 persons who were paid \$924,691 in salaries and wages. They also spent \$3,479,141 for materials, and produced goods with a selling value at the factory of \$10,892,202. This industry is practically confined to the province of Ontario, which produces almost 97 per cent of the total output of the industry.

Compared with the previous year there were increases of 5 in the number of establishments, \$323,975 in the capital invested, 24 in the number of employees and \$28,503 in the amount of salaries and wages paid. There were, however, decreases of \$569,011 in the value of production and \$898,617 in the cost of materials used.

Exports of cereal products are considerable. In 1938 they amounted to \$3,887,416, a decrease of \$382,110 as compared with the previous year. Imports are small, amounting to only \$91,538 in 1938. This is a decrease of \$10,783 over the 1937 figures.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1938.

Table 1. - Principal Statistics of the Industry, 1936, 1937 and 1938.

Items	1 9 3 8	1 9 3 7	1 9 3 6
Establishments reporting No.	39	34	28
Capital invested \$	5,485,140	5,161,165	5,006,372
Employees on salaries -			
Male No.	121	109	71
Female No.	42	40	43
Total salaries \$	267,401	239,151	162,787
Employees on wages -			
Male No.	419	394	383
Female No.	206	221	205
Total wages \$	657,290	657,037	659,603
Total employees -			
Male No.	540	503	454
Female No.	248	261	248
Total salaries and wages \$	924,691	896,188	822,390
Power equipment; -			
Units No.	752	732	680
Horse-power capacity H.P.	5,274	5,262	5,010
Cost of fuel and electricity \$	191,205	194,806	194,826
Cost of materials used \$	3,479,141	4,377,758	3,642,775
Gross value of products \$	10,892,202	11,461,213	10,766,633

NOTE: - Profits or losses cannot be estimated from Census figures as no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, advertising, etc.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1937

The principal products of this industry are shown in Table 2 for Canada, 1937 and 1938. 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.

Products ^x	Unit of Measure	1938		1937	
		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, puffed grains, shredded wheat, force, etc.	Pound	67,660,032	9,959,985	68,115,156	10,057,374
Unprepared breakfast foods	"	4,391,678	348,693	6,433,136	591,486
Stock and poultry foods	Ton	10,306	280,984	13,916	466,905
Other products and by-products	-	-	302,540	-	345,496
TOTAL	-	-	10,892,202	-	11,461,213

^x In 1938 7,478,092 pounds of "prepared breakfast foods" valued at \$1,153,390 and 11,933,490 pounds of "unprepared breakfast foods" valued at \$552,115 were produced in the "Flour Milling Industry". "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". For the total production in Canada of the above products reference should be made to the alphabetical list of products published annually in the report "The Manufacturing Industries of Canada".

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1938.

Table 3. - Materials Used.

Materials	Unit of Measure	1938		1937	
		Quantity	Cost Value at the Works	Quantity	Cost Value at the Works
			\$		\$
Wheat	Bush.	499,351	496,418	506,210	596,620
Rye	"	35,067	29,313	46,470	58,827
Oats	"	6,249	9,288	10,916	12,903
Corn and corn grits	Lb.	42,325,808	673,891	59,795,275	1,253,829
Rice	"	5,023,240	201,871	4,049,355	194,787
Other grains, meals, etc.	"	478,432	9,386	409,893	10,216
Bran	"	12,360,755	193,623	10,590,307	209,182
Wheat flour	"	2,508,954	61,671	2,559,176	78,523
Flax	"	177,261	5,732	208,533	6,288
Middlings, wheatlets, etc.	"	2,291,230	70,162	2,434,683	83,923
Malt	"	1,527,330	41,049	1,529,229	53,441
Malt extract and syrup	"	589,766	50,353	643,808	57,056
Sugar	"	4,225,776	233,939	4,511,641	255,354
Salt	"	1,655,734	10,768	1,693,494	11,864
All other materials	"	-	16,214	-	20,320
Containers and packaging materials	"	-	1,375,463	-	1,474,625
TOTAL COST OF MATERIALS ...		-	3,479,141	-	4,377,758

Table 4. - Capital Investment

Items of Capital	1938	1937	1936
	\$	\$	\$
Fixed Capital --			
Present value of land, buildings, etc.	2,388,093	2,231,621	2,284,966
Working Capital --			
Inventory value of materials and supplies, finished products on hand and stocks in process, etc.	867,730	780,441	892,194
Operating capital (cash, bills receivable, etc.)	2,229,317	2,149,103	1,829,212
TOTAL CAPITAL INVESTMENT	5,485,140	5,161,165	5,006,372

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1938.

Table 5. - Principal Statistics of the Breakfast Foods Industry, Grouped According to the Size of Establishment.

Establishments having a produc- tion of:	Number of Establish- ments	Capital Invested	Total Number of Employees	Salaries and Wages	Cost of Materials Used	Net Value of Production
		\$		\$	\$	\$
<u>1 9 3 8</u>						
Under \$5,000	14	38,264	28	12,460	13,842	26,521
\$5,000 - \$25,000	14	209,232	62	40,249	75,953	150,569
\$25,000 - \$50,000	5	63,432	40	36,536	52,349	162,752
\$50,000 - \$100,000	-	-	-	-	-	-
\$100,000 - \$500,000	2	(649,765	(86	(103,430	(481,658	(1,007,266
\$500,000 - \$1,000,000	1	(((((
\$1,000,000 and over	3	4,524,447	572	732,016	2,855,339	9,545,094
TOTAL	39	5,485,140	788	924,691	3,479,141	10,892,202
<u>1 9 3 7</u>						
Under \$5,000	11	20,452	24	9,237	10,932	21,138
\$5,000 - \$25,000	12	192,011	65	44,377	69,494	130,961
\$25,000 - \$50,000	5	58,308	29	26,129	75,668	145,217
\$50,000 - \$100,000	-	-	-	-	-	-
\$100,000 to \$500,000	2	(667,630	(94	(112,310	(587,335	(1,079,184
\$500,000 - \$1,000,000	1	(((((
\$1,000,000 and over	3	4,222,764	552	704,135	3,634,329	10,084,713
TOTAL	34	5,161,165	764	896,188	4,377,758	11,461,213

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1938.

Table 6. - Wage-earners Employed by Months.

Months	1 9 3 8			1 9 3 7		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	374	185	559	293	147	440
February	383	199	582	339	190	529
March	397	233	630	394	227	621
April	426	237	663	444	221	665
May	471	230	701	451	231	682
June	417	245	662	500	246	746
July	456	215	671	456	257	713
August	485	228	713	424	263	687
September	462	206	668	412	251	663
October	392	188	580	372	218	590
November	352	138	490	326	162	488
December	379	149	528	313	175	488
MONTHLY AVERAGE	419	206	625	394	221	615

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

	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, 1938	121	42	267,401	419	206	657,290	540	248	924,691
CANADA, 1937	109	40	239,151	394	221	657,037	503	261	896,188
CANADA, 1936	71	43	162,787	383	205	659,603	454	248	822,390

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1938.

Table 8. - Number of Wage-earners in Month of Normal Employment, with their Regular Hours of Work per Week and Average Weekly Earnings, 1938.

Number of Hours Worked per Week	Number of Employees		Number of Hours Worked per Week	Number of Employees	
	Male	Females		Male	Female
30 hours or less	13	8	51 - 54 hours	16	-
31 - 43 hours	76	133	55 hours	9	-
44 hours	36	29	56 - 64 hours	10	-
45 - 47 hours	41	25	65 hours and over.	6	-
48 hours	209	50	Average hours per week	46	41
49 - 50 hours	42	4	Average weekly earnings	\$23.22	\$15.39

The above table does not include overtime.

Table 9. - Power Equipment.

Classes of Power	1 9 3 8		1 9 3 7	
	Number of Units	Manufacturers' Rating of Horse-power Capacity	Number of Units	Manufacturers' Rating of Horse-power Capacity
Steam engines and turbines -				
In Use	3	164	2	158
Idle	1	75	1	100
Gasoline, gas and oil engines.....	3	62	-	-
Hydraulic turbines or water wheels - In Use	7	230	7	230
Idle	-	-	1	30
Electric motors operated by purchased power -				
In Use	733	4,676	718	4,678
Idle	5	67	3	66
TOTAL POWER USED	752	5,274	732	5,262
Stationary boilers ...	14	1,473	13	1,471

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1938.

Table 10. - Consumption of Fuel and Electricity.

Kinds of Fuel	Unit of Measure	1 9 3 8		1 9 3 7	
		Quantity	Cost Value	Quantity	Cost Value
	Ton		\$		\$
Coal, bituminous	(2000 lb.)	11,433	66,122	12,887	73,803
Coal, anthracite	"	12	126	15	141
Coal, lignite	"	12	96	-	-
Coke	"	1,510	12,141	609	5,835
Gasoline	Imp. Gal.	5,592	1,390	2,876	762
Fuel oil	" "	2,666	379	2,125	133
Gas	M cu. ft.	43,979	27,337	48,203	30,656
Wood	Cord	634	673	14	89
Other fuel	-	-	130	-	21
TOTAL COST OF FUEL ...	-	-	108,394	-	111,440
Electricity purchased (including service charges)	Kw. H.	12,408,300	82,811	12,224,735	83,366
TOTAL COST OF FUEL AND ELECTRICITY	-	-	191,205	-	194,806

Table 11. - Imports of Cereal Foods.

	1 9 3 8		1 9 3 7	
	Quantity	Value	Quantity	Value
	Pounds	\$	Pounds	\$
Cereal foods, prepared in packages not exceeding 25 pounds weight each	534,111	65,462	514,909	63,684
Cereal foods, prepared, n.o.p.	-	26,076	-	38,637
TOTAL VALUE OF IMPORTS	-	91,538	-	102,321

Table 12. - Exports of Cereal Foods.

	1 9 3 8		1 9 3 7	
	Quantity	Value	Quantity	Value
		\$		\$
Cereal foods, prepared, of all kinds	-	3,887,416	-	4,269,526
TOTAL VALUE OF EXPORTS	-	3,887,416	-	4,269,526

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1938.

A P P E N D I X

List of Firms Reporting the Manufacture of Breakfast Foods in 1938.

QUEBEC

Vita Popt Cereal Co., The

366 Lemoine Street, Montreal

ONTARIO

Cadwell Cereal Co. Ltd., The
Canadian Postum Company Limited
Canadian Shredded Wheat Company Limited, The
Durum Cereals Limited
Arthur Black Farmer Foods, Ltd.
Good Humor Food Mfg. Co. Limited
Hecker H-O Company of Canada Limited
Honey Flake Products Ltd.
Dr. Jackson Foods Limited
Jireh Food Company
Kavanagh Foods Limited
Kellogg Company of Canada Limited
Kropp, W. F.
Mackay, John, Limited
Pilgrim Puffed Products Company
Great Lakes Pufferies

119 Wellesley Street, Toronto
Windsor
Niagara Falls
858 Dupont Street, Toronto
60 Duchess Street, Toronto
369 Sorauren Avenue, Toronto
Ayr
41-43 Finkle Street, Woodstock
108 Vine Avenue, Toronto
5 Jessie Street, Brockville
369 Sorauren Avenue, Toronto
1107 Dundas Street, London
Pembroke
Bowmanville
Oakville
87 Bay Street, Port Arthur

MANITOBA

Cream of Wheat Corporation, The
Kreemy Puff Cereal Mfg. Company
Malden Cereal Company

312 Chamber Street, Winnipeg
291 Owena Street, Winnipeg
157 Higgins Avenue, Winnipeg

SASKATCHEWAN

Eston Milling Co. Limited
Eston Milling Co. Limited
Gas City Flour Mill Company
Groat, Wm.
Kwik Food Products Co.
Redberry Food Company

Eston
2731 S. Railway Street, Regina
1333 Smith St., Regina
Star City
1614 Eighth Avenue, Regina
Borden

ALBERTA

Calgary Cereal Co.
Everbest Products Company
Health Products Mfg. Co.
National Cereal Company
Peerless Food Products Ltd.,
Prairie Cereal Company, The
O. G. D. M'f'g. Company
Two Hills Puffery

1111 1st Avenue N.E., Calgary
1845-10th Avenue West, Calgary
Daysland
1413-9th Avenue East, Calgary
10450-105th Ave. Edmonton
10065-82nd Avenue, Edmonton
30-6th Street, W., Calgary
Two Hills

BRITISH COLUMBIA

Cereal Health Foods Company, (C.W. Dowling)
Homan Mfg. Co. Ltd.,
Rockhill Food Products (C.L. & C. M. Innes)
Superior Health Food Company (1932) Limited
Western Cereal Company, Limited

425 Industrial Avenue, Vancouver
1650 First Avenue West, Vancouver
134 West 1st Street, North Vancouver
97 Water Street, Vancouver
441 Keefer Street, Vancouver

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