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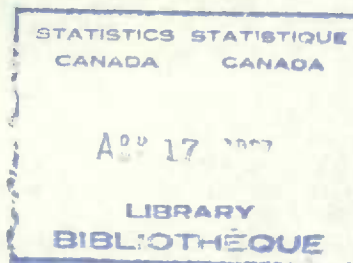
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CANADA



THE PREPARED BREAKFAST FOODS INDUSTRY

1958



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PUBLICATIONS

The results of the annual Census of Industry are published by the Dominion Bureau of Statistics in a series of industry reports which are released each year as the compilations are completed. Reports for industries in the **Foods, Beverages and Tobacco** Major Group are listed below, along with current and annual publications of related interest. Similar reports are issued for other industries. A complete catalogue of publications of the Bureau is available on request from the Information Services Division, Dominion Bureau of Statistics, Ottawa, or from the Queen's Printer, Ottawa.

Catalogue number		Per copy	Per year	Catalogue number		Per copy	Per year
General				Dairy Products			
32-201	Foods and Beverages — General Review	\$.50		23-201	Dairy Statistics	\$.50	
31-001	Inventories, Shipments and Orders in Manufacturing Industries		\$4.00	32-002	Dairy Factory Production (Monthly) ..	.10	\$1.00
31-201	General Review of the Manufacturing Industries		2.00	32-009	Stocks of Dairy and Poultry Products (Monthly)20	2.00
65-004	Trade of Canada — Exports (Monthly)		7.50	32-209	Dairy Products Industries75	
65-007	Trade of Canada — Imports (Monthly)		7.50	32-210	Process Cheese Industry25	
Bakery Products				Grain Mill Products			
32-202	Biscuit Industry50		32-003	Grain Milling Statistics (Monthly)10	1.00
32-203	Bread and Other Bakery Products Industry50		32-004	Shipments of Prepared Stock and Poultry Feeds (Monthly)30	3.00
Beverages				32-204	Prepared Breakfast Foods Industry ..	.25	
32-001	Monthly Production of Carbonated Beverages10	1.00	32-214	Feeds Industry50	
32-205	Brewing Industry50		32-215	Flour Milling Industry50	
32-206	Distilling Industry50		Meat Products			
32-207	Wine Industry25		32-012	Stocks of Meat and Lard (Monthly)....	.30	3.00
32-208	Carbonated Beverages Industry50		32-220	Estimates of Production and Consumption of Meats25	
Canning and Preserving				32-221	Slaughtering and Meat Packing Industries50	
22-003	Fruit and Vegetable Crop Reports (Seasonal)20	1.00	Other Food Industries			
24-001	Fish Freezings and Stocks (Monthly) ..	.20	2.00	32-005	Margarine Statistics (Monthly)10	1.00
24-002	Monthly Review of Canadian Fisheries Statistics30	3.00	32-006	Oils and Fats (Monthly)10	1.00
24-201	Fisheries Statistics of Canada75		32-007	Quarterly Report on Processed Foods ..	.50	2.00
32-010	Stocks of Fruit and Vegetables (Monthly)20	2.00	32-013	Sugar Situation (Monthly)10	1.00
32-011	Quarterly Stocks of Canned Fruits and Vegetables on Hand50	2.00	32-213	Confectionery Industry50	
32-211	Canned Foods Summary50		32-219	Macaroni and Kindred Products Industry25	
32-212	Canned and Frozen Processed Foods ..	.25		32-222	Sugar Refining Industry50	
32-216	Fish Processing Industry50		32-223	Vegetable Oils Industry50	
32-217	Stocks of Food Commodities in Cold Storage and Other Warehouses50		32-224	Miscellaneous Food Preparations Industry50	
32-218	Fruit and Vegetables Preparations Industry50		Tobacco and Tobacco Products			
				22-205	Leaf Tobacco Production and Value ..	.25	
				32-014	Quarterly Stocks and Consumption of Unmanufactured Tobacco50	2.00
				32-225	Tobacco and Tobacco Products Industries50	

Note: In addition, several special statements are available. These include Monthly Meat Products, Monthly Stocks of Canned Foods, Monthly Production of Alfalfa Meal, Quarterly Bread and Bakery Products, 20 Seasonal Commodity Reports of Canned Fruits and Vegetables including Irish Potatoes.

Remittances should be in the form of cheque or money order, made payable to the Receiver General of Canada and forwarded to the Information Services Division, Dominion Bureau of Statistics, or to the Queen's Printer, Ottawa, Canada.

EXPLANATORY NOTES

This report is one in a series of about 130 publications which present the results of the 1958 Census of Manufactures. Most reports in this series refer to specific industries, but there are summary reports for Canada and the provinces and for major industry groups. An annual Census of Manufactures has been carried out by the Dominion Bureau of Statistics since 1916.

Industry statistics given in these reports refer to number of establishments, employees, salaries and wages, cost of materials, supplies, fuel and electricity, gross value of shipments, inventories and value added by manufacturing. Details of materials used and products shipped are also given. Descriptions of the principal industry statistics, with special reference to 1958, are as follows:

Period Covered

Firms are asked to submit figures for the calendar year, if at all possible, and most reports are on this basis. Financial year reports for periods differing from the calendar year are accepted in instances where the firms find it impossible to supply calendar year data from accounting records. However the data on employees, salaries and wages are requested on a calendar year basis in all cases.

Establishment

Data for the annual census is collected on an establishment basis. A firm with more than one plant is required to file a report for each plant. In most cases an establishment is a complete factory. Sometimes, however, a plant is divided into two or more establishments when it carries out operations classifiable to different industries and when separate accounting records are available. Usually the statistics for an establishment relate only to the manufacturing activities. Other activities such as construction at the plant by its own employees, wholesale or retail activities carried on at the plant location, etc., are not included. Plants engaged solely in repair work (except in the case of furniture, shipbuilding, boat building, aircraft and railway rolling stock industries) are not included but plants occupied in assembling parts into complete units are included.

Employees

Administrative and office employees include all executives and supervisory officials such as presidents, vice-presidents, secretaries, treasurers, etc., together with managers, professional and technical employees, superintendents and factory supervisors above the working foremen level and clerical employees. Working owners and partners are also included in this category.

Production and related workers include all other factory workmen whether paid on a monthly, weekly, hourly or piece-work basis. Working foremen doing work similar to that of the employees they supervise are included, as are maintenance, warehousing and delivery staffs. Employees on new construction work, in retail or wholesale operations, on outside piece work etc., are not included.

Production workers are reported by months, an average for the year being obtained by summing the monthly figures and dividing by twelve. This procedure is followed even though the plant did not operate in all months. Figures on employment refer to calendar years whether or not some establishments reported other data on a financial year basis.

Salaries and Wages

Salaries and wages refer to gross earnings of the employees described above, including salaries, wages, commissions, bonuses, the value of room and board where provided, deductions for income tax and social services such as sickness and unemployment insurance, pensions, etc., as well as any other allowances forming part of the employees' wages. Payments for overtime are included.

Salaries refer to amounts paid to administrative and office employees. Withdrawals by working owners or partners for normal living expenses for self and family are included but not their withdrawals for income tax. Wages refer to the amounts paid to production and related workers as defined above. Data on earnings refer to the calendar year whether or not some establishments reported other data on a financial year basis.

Cost of Fuel and Electricity

Figures for fuel refer to amounts actually used, (including fuel used in cars and trucks), not to purchases unless the quantities are the same. Values refer to the laid-down cost at the works, including freight, duty, etc.

Materials and Supplies Used

Figures represent quantities and laid-down cost values, at the works, of materials and supplies actually used during the year whether purchased from others or received as transfers from other plants of the reporting company. Amounts paid to other manufacturers for work done on materials owned by the reporting company are included. Returnable containers or any other items charged to capital account are not included. Fuels are not included. Goods bought from others or received as transfers from other plants of reporting companies

for resale without further processing are not included. Maintenance and repair supplies not chargeable to capital account are included.

Factory Shipments

Factory shipments refer to shipments of goods made from own materials either in the reporting plant or by other manufacturers on the basis of a charge to the reporting plant for work done. All products and by-products shipped from the establishment are included whether for domestic use, export, or for government departments. Transfer shipments to sales outlets, distributing warehouses or to other manufacturing units of the reporting firm are included. Goods bought or received as transfers and resold without further processing are not included. Values are computed on f.o.b. plant or plant warehouse basis, and do not include sales tax or excise duties. Values of containers not returnable are included. Amounts received in payment for work done on materials owned by others are included.

In a few industries such as shipbuilding, aircraft, etc., where work on principal products extend over a relatively long period, the value of production is recorded rather than the value of shipments. For those industries production is computed from the value of deliveries of complete units during the year plus the value of work done during the year on unfinished units less the value of work done in previous years on finished units delivered in the year under review.

Inventories

Values represent the book values of manufacturing inventories owned and held at the reporting plant. Figures include inventories held in warehouses or selling outlets which have been included with plant operations for purposes of reporting shipments.

Value Added by Manufacturing

Figures are computed from value of shipments plus or minus changes in inventories of finished

goods and goods in process less cost of materials, fuel and electricity. This figure is sometimes referred to as net production.¹

Standard Industrial Classification

The Standard Industrial Classification Manual, prepared by the Dominion Bureau of Statistics, provides for 135 three-digit industries in the manufacturing sector, arranged in 17 major groups. Reporting establishments are classified or allotted to specific industries on the basis of the value of principal products made or shipped.

Short Forms

Prior to 1949 all manufacturing firms, regardless of size, were required to complete a standard form annually covering all census details, but for later years an effort was made to ease the reporting burden for smaller firms which usually do not maintain regular records in the required detail. A modified or short form was introduced in 1949 asking for the total value of shipments only, or in industries with a large number of small firms, for total value of shipments and quantities and values of a few principal products. Using the ratio of value of shipments in the current year to value of shipments in the base year, 1948, estimates of other census data were made for each plant for inclusion in the regular compilations. In general, the cut-off point for short forms was set at \$50,000 gross value of shipments annually, but there were lower cut-offs for a number of industries in which the small firms accounted for a larger share of total shipments. About 40 per cent of the total number of establishments reported on the modified or short form. They accounted for less than 3 per cent of the total value. In 1958, to establish a new base year, the small firms were again asked to report data on employees, salaries and wages, and other principal statistics together with some detail on material and products.

¹ To arrive at the National Accounts concept of "gross domestic product at factor cost", it would be necessary to subtract also the cost of office supplies used, advertising, insurance and other goods and services obtained from other businesses. Data on these inputs are not collected on the annual Census of Manufactures. Value added figures for "The primary industries and construction" are published in D.B.S. publication 61-202, *Survey of Production*.

THE PREPARED BREAKFAST FOODS INDUSTRY

1958

Prior to 1943 this industry included only firms whose principal products were prepared and unprepared breakfast foods. One flour mill whose principal products were flour and feed, but which produced large quantities of prepared breakfast foods was, therefore, excluded. This firm now makes two returns, one for the production of flour and feed which is included with the flour milling industry and another for their breakfast food production which is included with the prepared breakfast foods industry. We now have, therefore, all firms whose principal products are prepared breakfast foods classified in one industry, so that the figures given in the present report represent practically the total production in Canada of these products.

Figures for value added by manufacture, prior to 1952 were obtained by subtracting the cost of materials used, including fuel and electricity, from value of production. In 1952 the gross value of production was replaced by value of factory shipments, f.o.b. plant. As no information on inventory change is available for 1952 and 1953 value added figures for these years were obtained by subtracting from the value of shipments the cost of materials, fuel and electricity. Beginning in 1954 information on the value of year-end inventory holdings at plant and plant warehouses was collected as part of the annual Census of Industry and information thus made available was taken into account in calculating the value added figures.

There were 19 establishments reporting in the prepared breakfast foods industry in 1958, 6 were located in Ontario, 3 in Quebec, 5 in Manitoba, 2 in Alberta and 3 in British Columbia. These establishments furnished employment to 1,348 persons who were paid \$5,235,277 in salaries and wages and spent \$13,862,283 for materials. This industry is practically confined to the province of Ontario which is responsible for 90 per cent of the total value of shipments.

Shipments in 1958 totalled 89,546,474 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$29,194,519, unprepared breakfast foods 9,709,070 pounds, valued at \$1,206,187 and other products to the value of \$5,499,873. Unprepared cereal products, such as oatmeal, rolled oats, etc. are mainly produced in the flour milling industry and the total production is not shown in this report.

Beginning in 1954, statistics were collected on opening and closing inventory values at each plant. The results have been summarized and are shown in Table 3.

The tables following give detailed statistics of shipments, materials used, employment, etc.

TABLE 1. Principal Statistics of the Prepared Breakfast Foods Industry, Significant Years, 1930 - 58 by Provinces, 1957 and 1958¹

Year and province	Establishments	Employees	Salaries and wages	Cost at plant of fuel and electricity	Cost at plant of materials used	Value added by manufacture	Selling value of factory shipments ²
	number				dollars		
1922 to 1929 ³	—	—	—	—	—	—	—
1930	14	453	611,645	150,971	2,553,523	3,894,948	6,599,442
1933	14	538	622,725	156,082	2,258,321	4,867,783	7,282,186
1937	34	764	896,188	194,806	4,377,758	6,888,649	11,461,213
1939	36	794	923,837	182,287	2,910,687	6,116,604	9,209,578
1940	32	696	893,325	152,404	2,730,385	4,762,465	7,645,254
1944	29	926	1,534,522	242,057	6,048,985	5,939,799	12,230,841
1946	23	1,156	2,062,310	233,533	7,535,527	7,186,162	14,955,222
1949	20	1,154	2,554,985	290,414	8,702,820	9,418,397	18,411,631
1954	17	1,339	4,020,334	314,147	9,791,577	15,088,299	25,604,147
1955	17	1,262	4,139,486	334,904	10,497,068	17,638,670	28,584,222
1956	18	1,374	4,752,031	392,817	12,398,876	18,703,988	30,976,880
1957							
Canada	17	1,402	4,984,569	449,772	13,352,637	18,622,667	32,527,185
Ontario	7	1,282	4,673,028	433,771	11,961,778	16,947,419	29,455,674
British Columbia	3	16	32,728	2,726	116,609	73,426	192,937
Other provinces	7	104	278,813	13,275	1,274,250	1,601,822	2,878,574
1958							
Canada	19	1,348	5,235,277	472,574	13,862,283	21,810,942	35,900,579
Ontario	6	1,215	4,881,900	450,608	12,270,358	20,054,458	32,526,235
Manitoba	5	33	95,830	9,988	708,712	609,061	1,322,977
Other provinces	8	100	257,547	11,978	883,213	1,147,423	2,051,367

¹ 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.

² Prior to 1952, the basis of collection was "Gross value of products". Beginning in 1954 shipments includes value of work done for others. See Table 5.

³ Included with Miscellaneous Foods.

TABLE 2. Principal Statistics of the Prepared Breakfast Foods Industry, Grouped according to Size of Establishments, 1957 and 1958

Establishments having shipments of:	Establishments	Employees	Salaries and wages	Cost at plant of materials used	Selling value of factory shipments
	number			dollars	
1957					
Under \$5,000	1	9	16,047	50,134	95,414
\$5,000 to \$24,999	1				
\$25,000 to \$49,999	2				
\$50,000 to \$99,999	3	18	40,593	149,373	229,558
\$100,000 to \$499,999	3				
\$500,000 to \$999,999	1				
\$1,000,000 and over	6	1,320	4,782,245	12,384,652	30,625,156
Total.....	17	1,402	4,984,569	13,352,637	32,527,185
1958					
Under \$5,000	2	5	4,509	14,868	28,177
\$5,000 to \$24,999	1				
\$25,000 to \$49,999	3				
\$50,000 to \$99,999	2	10	22,698	46,732	96,137
\$100,000 to \$499,999	4				
\$500,000 to \$999,999	1				
\$1,000,000 and over	6	1,264	5,003,818	12,768,457	33,826,512
Total.....	19	1,348	5,235,277	13,862,283	35,900,579

TABLE 3. Inventory Values, 1958

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total inventory
			dollars	
Opening inventory¹				
Canada	2,131,910	79,039	1,358,627	3,569,576
Ontario	1,917,857	78,029	1,214,842	3,210,728
Manitoba.....	63,419	800	108,703	172,922
other provinces	150,634	210	35,082	185,926
Closing inventory				
Canada	2,030,804	58,208	1,624,678	3,713,690
Ontario	1,835,133	57,573	1,484,487	3,377,193
Manitoba.....	66,828	455	113,832	181,115
Other provinces.....	128,843	180	26,359	155,382

¹ The opening inventory for the current year differs from the closing inventory published last year due to transfers, discards, corrections, or addition of new firms.

TABLE 4. Capital and Repair Expenditures, 1950 - 58

(Figures prepared in Business Finance Division)

	Capital expenditures			Repair expenditures			Capital and repair expenditures		
	Construc- tion	Machinery and equipment	Sub- total	Construc- tion	Machinery and equipment	Sub- total	Construc- tion	Machinery and equipment	Total
	thousands of dollars								
1950.....	528	520	132	916	1,048
1951.....	1,576	811	496	1,891	2,387
1952.....	718	654	131	1,241	1,372
1953.....	862	723	109	1,476	1,585
1954.....	..	458	632	1,090	1,216
1955.....	..	436	657	..	133	1,093	1,226
1956.....	..	677	722	..	105	1,399	1,504
1957.....	..	1,567	1,567	..	924	924	..	2,491	2,491
1958 ¹	1,089	1,089	..	853	853	..	1,942	1,942

.. Not available.

¹ Preliminary.

TABLE 5(a). Factory Shipments, 1957 and 1958

Products	1957		1958	
	Quantity	Value of shipments f.o.b. plant	Quantity	Value of shipments f.o.b. plant
	pounds	\$	pounds	\$
Prepared breakfast foods, (ready for serving)	85,734,742	26,613,115	89,546,474	29,194,519
Unprepared breakfast cereals	8,823,020	1,201,670	9,709,070	1,206,187
Prepared flour, cake, and pastry mixtures, etc.	13,877,968	2,042,855	13,968,684	2,296,761
Hominy feed and other stock feeds	(12,811 tons)	679,903	(15,117 tons)	786,796
Other products and by-products	—	1,985,701	—	2,415,677
Amount received in payment for work done on materials owned by others	—	3,941	—	639
Total	—	32,527,185	—	35,900,579

TABLE 5 (b). Total Shipments of Breakfast Foods, 1957 and 1958
(All Industries)

Products	1957			1958		
	Prepared breakfast foods industry	Other industries	Total	Prepared breakfast foods industry	Other industries	Total
	pounds					
Prepared breakfast foods (ready to serve)	85,734,742	280,000	86,014,742	89,546,474	¹	¹
Flakes: corn, bran, wheat	37,128,355	—	37,128,355	36,156,186	—	36,156,186
Puffed grains	21,943,505	—	21,943,505	26,448,618	—	26,448,618
Other	26,662,882	280,000	26,942,882	26,941,670	¹	¹
Breakfast foods unprepared	8,823,020	6,964,000	15,787,020	9,709,070	¹	¹
Flour, self-raising, etc.	—	—	9,549,096	—	¹	¹
Mixes, Prepared: Cake	13,817,968	86,900,022	35,983,553	13,968,684	¹	¹
Other	—	—	55,245,341	—	¹	¹
Value of shipments (F.O.B. plant)	\$ 32,527,185	18,208,113	50,735,298	35,900,579	¹	¹

¹ Not available. For final data, see Foods and Beverages, General Review, 1958, when published.

TABLE 6. Materials Used in the Prepared Breakfast Foods Industry, 1957 and 1958

Materials	1957		1958	
	Quantity	Cost value at the plant	Quantity	Cost value at the plant
		\$		\$
Wheat	bu. 766,895	1,466,672	752,412	1,374,922
Rye	" 8,384	16,270	6,662	8,907
Barley	" 62,901	79,626	69,740	85,772
Buckwheat	" 6,093	17,472	28,900	39,476
Oats	" —	—	—	—
Corn	" 1,084,271	1,632,319	1,041,421	1,669,524
Corn grits	lb. 1,729,800	66,605	1,677,915	65,020
Rice and rice meal	" 16,448,212	1,777,291	16,433,422	1,591,982
Bran	" 5,986,544	143,985	6,499,464	155,006
Flour (wheat, etc.)	" 18,184,792	896,733	17,109,088	829,558
Flax	" 63,620	5,006	40,152	3,792
Wheat germ, wheatlets, etc.	" 6,116,412	288,098	5,593,833	266,812
Other grains, meals, etc.	" 180,000	2,738	—	—
Malt and malt flour	" 910,211	63,711	876,861	53,100
Malt extract and syrup	" 46,301	6,213	36,444	4,919
Sugar	" 8,706,333	856,885	10,147,605	841,756
Glucose and dextrose	" 647,817	49,309	664,900	53,291
Salt	" 2,132,299	25,834	2,030,915	26,055
Shortening (oils, etc.)	" 440,341	97,924	475,790	98,247
Containers and packaging material	—	4,605,656	—	5,263,249

TABLE 6. Materials Used in the Prepared Breakfast Foods Industry, 1957 and 1958 - Concluded

Materials	1957		1958	
	Quantity	Cost value at the plant	Quantity	Cost value at the plant
		\$		\$
All other materials including chemicals	—	814,613	—	952,589
Amount paid out to others for work done on materials owned by this plant	—	3,870	—	36,549
Operating, maintenance and repair supplies ¹	—	435,807	—	441,757
Total cost of materials	—	13,352,637	—	13,862,283

¹ Office supplies amounting to \$47,362 in 1957 and \$43,783 in 1958 are included in totals for respective years.

TABLE 7. Imports of Cereal Foods, 1957 and 1958

Product	1957		1958	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal and rolled oats	8,229	954	5,169	615
Cereal foods, prepared, in packages	3,317,542	631,680	3,239,255	669,173
Cereal foods, prepared, n.o.p.	—	690,350	—	407,668
Total	—	1,322,984	—	1,077,456

TABLE 8. Exports of Cereal Foods, 1957 and 1958

Product	1957		1958	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal	20	62	2,596	12,656
Rollled oats	56,434	542,124	54,633	647,957
Cereal foods, prepared	—	1,052,816	—	306,207
Total	—	1,595,002	—	966,820

TABLE 9. Production Workers, by Months, 1957 and 1958

	1957			1958		
	Male	Female	Total	Male	Female	Total
	number					
January	674	341	1,015	656	325	981
February	691	377	1,068	681	361	1,042
March	711	375	1,086	720	407	1,127
April	712	403	1,115	724	409	1,133
May	758	432	1,190	730	398	1,128
June	771	482	1,253	730	414	1,144
July	773	510	1,283	762	459	1,221
August	771	462	1,233	743	440	1,183
September	763	415	1,178	721	370	1,091
October	725	377	1,102	711	356	1,067
November	713	343	1,056	689	327	1,016
December	728	378	1,106	679	318	997
Monthly average	734	408	1,142	708	382	1,090

TABLE 10. Employees and their Earnings, by Provinces, 1957 and 1958

	Employees					Earnings		
	Supervisory and office employees		Production workers		Total	Supervisory and office employees	Production workers	Total
	Male	Female	Male	Female				
	number					dollars		
1957								
Canada	163	97	734	408	1, 402	1, 149, 590	3, 834, 979	4, 984, 569
Ontario	145	87	690	360	1, 282	1, 039, 746	3, 633, 282	4, 673, 028
British Columbia	4	2	3	7	16	14, 085	18, 643	32, 728
Other Provinces	14	8	41	41	104	95, 759	183, 054	278, 813
1958								
Canada	158	100	708	382	1, 348	1, 233, 228	4, 002, 049	5, 235, 277
Ontario	135	92	651	337	1, 215	1, 105, 868	3, 776, 032	4, 881, 900
Manitoba	9	—	15	9	33	39, 100	56, 730	95, 830
Other Provinces	14	8	42	36	100	88, 260	169, 287	257, 547

TABLE 11. Fuel Consumption, 1957 and 1958

Kind		1957		1958	
		Quantity	Cost at plant	Quantity	Cost at plant
			\$		\$
Bituminous coal:					
(a) From Canadian mines.....	ton	9,835	109,126	9,591	109,671
(b) Imported.....	"	4,840	52,363	4,845	49,187
Sub-bituminous coal (from Alberta mines only).....	"	—	—	—	—
Anthracite coal.....	"	—	—	—	—
Lignite coal.....	"	—	—	—	—
Coke.....	"	—	—	—	—
Gasoline.....	Imp. gal.	59,157	23,004	47,537	21,025
Fuel oil including kerosene.....	"	58,065	7,176	111,871	10,772
Wood (cords of 128 cubic feet of piled wood).....	cord	1	20	1	20
Gas:					
(a) Liquefied petroleum gases (propane, etc.).....	Imp. gal.	130,784	30,490	134,561	30,764
(b) Other manufactured gas.....	M cu. ft.	200	160	—	—
(c) Natural gas.....	"	85,730 ¹	84,850	112,493	94,472
Other fuel.....	—	—	—	—	—
Electricity purchased:					
(a) For lighting and motors.....	kwh.	14,172,301	130,099	14,948,881	142,316
(b) For other purposes.....	"	957,700	12,484	1,040,806	14,347
Total.....		—	449,772	—	472,574

¹ Revised.

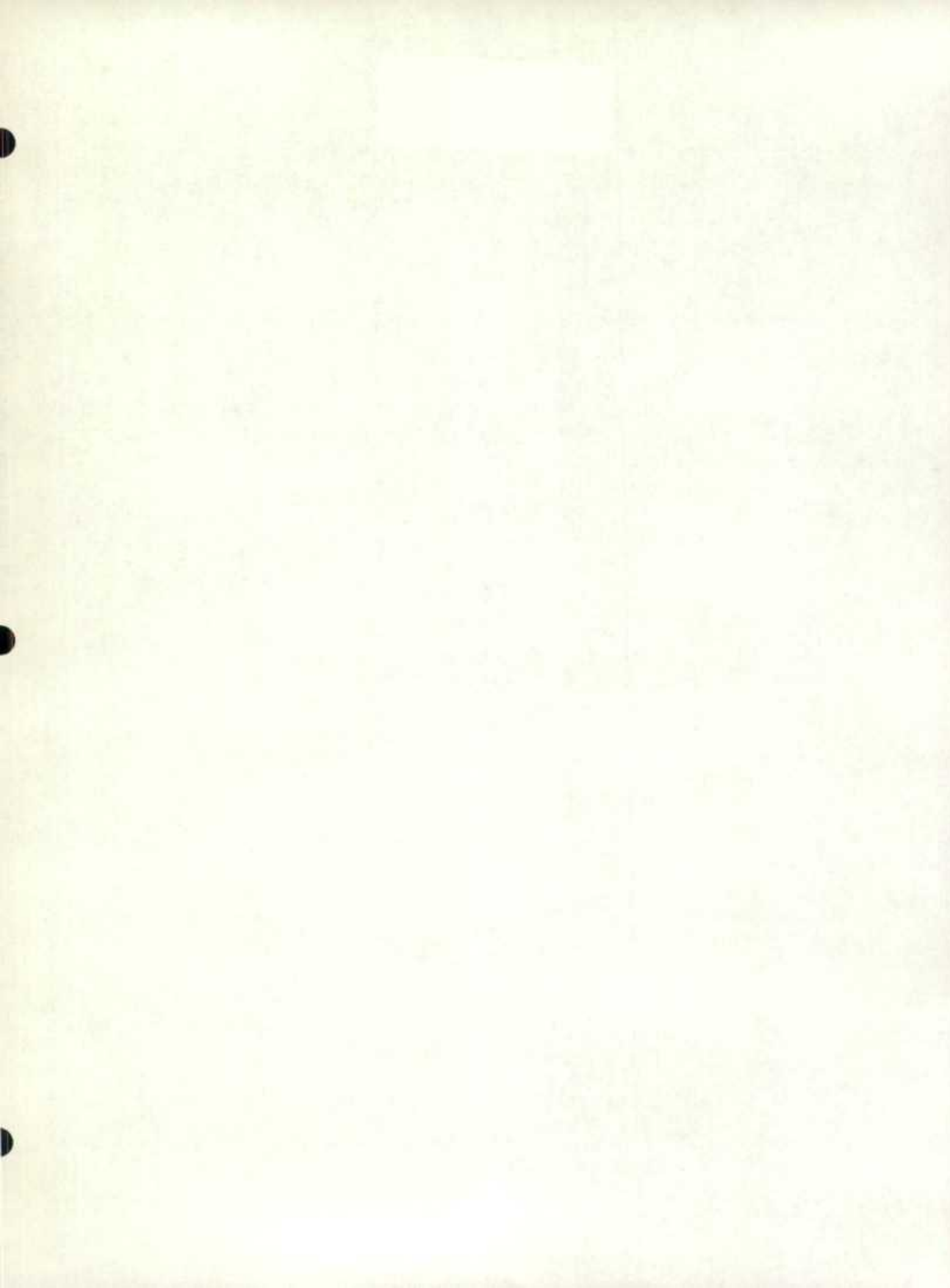
TABLE 12. Power Equipment, 1953¹ and 1958.

In use or available for use

Type of equipment	1953	1958
	Driving gen.	Not driving gen.
	horsepower	
A. Prime movers		
1. Steam engines.....	20	—
2. Steam turbines	—	—
3. Diesel engines	1,600	—
4. Gasoline, gas and oil engines, other than diesel engines.....	—	—
5. Hydraulic turbines or water wheels.....	—	—
Total	1,620	—
B. Electric motors (one-quarter horsepower and over)	8,800	8,670

¹ Not collected 1954 to 1957 inclusive.**List of Firms in the Prepared Breakfast Foods Industry in 1958**

List of firms	Location of plants
Eastern Cereal Food Products Co. Ltd.	Richelieu, Que.
Dr. Jackson Foods Limited	City of Jacques Cartier, Que.
Empire Milling Co.	1451 Prefontaine St., Montreal, Que.
General Foods, Limited.....	Windsor, Ont.
Nabisco Foods Limited	Niagara Falls, Ont.
Durum Cereals, Limited.....	4 Shaftesbury Place, Toronto, Ont.
Kellogg Company of Canada, Limited	1097 Dundas St. E., London, Ont.
The Quaker Oats Co. of Canada, Ltd. (Cereal Division)	Peterborough, Ont.
General Mills (Canada), Ltd.	1500 Martin Grove Road, Weston
A & G. Packing Co.	775 Archibald St., St. Boniface, Man.
Cream of Wheat (Canada) Ltd.	312 Chambers Street, Winnipeg, Man.
Mackay Cereals Limited	830 Archibald St., St. Boniface, Man.
Prairie Maid Cereals, Limited	905 Berry St., St. James, Man.
Winnipeg Cereal Milling Ltd.	1005 Logan Ave., Winnipeg, Man.
Prairie Maid Cereals, Limited	8625 Stadium Road, Edmonton, Alta.
Sunny Boy Limited	Camrose, Alta.
Melograin Milling Co. Ltd.	425 Industrial Avenue, Vancouver, B.C.
Rockhill Food Products Ltd.	231 — 10th St. New Westminster, B.C.
Superior Health Food Company (1932) Ltd.	1040 Hamilton Street, Vancouver, B.C.



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