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BREAKFAST CEREAL MANUFACTURERS

1965

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BREAKFAST CEREAL MANUFACTURERS

1965

Tabular presentations of statistical data in this publication are aligned to show **Manufacturing activity** and **total activity** of the establishments classified to this industry.

The respondents in this industry are those who are primarily manufacturing breakfast cereals and also flour milling firms which maintain separate breakfast food divisions.

SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- p preliminary figures.
- r revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

TABLE 1. Principal Statistics, 1961-65

Year and province	Establishments	Manufacturing activity							Total activity				
		Production and related workers			Cost of fuel and electricity	Cost of materials and supplies	Value of shipments of goods of own manufacture	Value added	Working owners and partners		Employees		Value added
		Number	Man-hours paid	Wages					Number	Withdrawals	Number	Salaries and wages	
	No.		'000			\$'000				\$'000		\$'000	
1961													
Totals	19	1,156	2,508	4,914	520	15,651	40,036	23,632	5	15	1,521	6,989	23,678
1962													
Totals	19	1,206	2,597	5,567	656	19,793	46,098	26,357	5	14	1,560	7,642	26,860
1963													
Totals	18	1,043	2,194	4,821	572	17,500	42,921	25,257	5	20	1,377	6,830	25,689
1964													
Newfoundland	—	—	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	—	—	—	—	—	—	—	—	—	—	—	—	—
Nova Scotia	—	—	—	—	—	—	—	—	—	—	—	—	—
New Brunswick	—	—	—	—	—	—	—	—	—	—	—	—	—
Quebec	3	x	x	x	x	x	x	x	—	—	x	x	x
Ontario	7	968	2,012	4,727	548	17,016	42,473	24,775	x	x	1,265	6,645	25,223
Manitoba	4	x	x	x	x	x	x	x	x	x	x	x	x
Saskatchewan	—	—	—	—	—	—	—	—	—	—	—	—	—
Alberta	2	x	x	x	x	x	x	x	—	—	x	x	x
British Columbia	1	x	x	x	x	x	x	x	—	—	x	x	x
Yukon and Northwest Territories	—	—	—	—	—	—	—	—	—	—	—	—	—
Totals	17	1,063	2,223	5,048	567	18,999	46,737	27,027	4	11	1,409	7,207	27,484
1965													
Newfoundland	—	—	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	—	—	—	—	—	—	—	—	—	—	—	—	—
Nova Scotia	—	—	—	—	—	—	—	—	—	—	—	—	—
New Brunswick	—	—	—	—	—	—	—	—	—	—	—	—	—
Quebec	3	x	x	x	x	x	x	x	—	—	x	x	x
Ontario	7	930	1,956	4,763	578	16,960	43,497	25,813	x	x	1,226	6,679	26,683
Manitoba	4	x	x	x	x	x	x	x	x	x	x	x	x
Saskatchewan	—	—	—	—	—	—	—	—	—	—	—	—	—
Alberta	2	x	x	x	x	x	x	x	—	—	x	x	x
British Columbia	1	x	x	x	x	x	x	x	—	—	x	x	x
Yukon and Northwest Territories	—	—	—	—	—	—	—	—	—	—	—	—	—
Totals	17	1,023	2,142	5,062	600	18,851	47,743	28,165	4	11	1,364	7,212	29,080

TABLE 2. Principal Statistics classified by Size Group based on Value of Shipments of Goods of Own Manufacture, 1964 and 1965

Size group	Estab- lish- ments	Manufacturing activity							Total activity				
		Production and related workers			Cost of fuel and elec- tricity	Cost of materials and supplies	Value of shipments of goods of own manu- facture	Value added	Working owners and partners		Employees		Value added
		Number	Man- hours paid	Wages					Number	With- drawals	Number	Salaries and wages	
	No.		'000			\$'000				\$'000		\$'000	
1964													
Under \$10,000	5	3	6	10	3	47	105	54	4	11	5	20	58
\$ 10,000 to \$ 24,999													
25,000 " 49,999													
50,000 " 99,999													
100,000 " 199,999	4	34	74	99	8	396	839	434	—	—	44	145	415
200,000 " 499,999													
500,000 " 999,999													
1,000,000 " 4,999,999	8	1,026	2,143	4,939	556	18,556	45,793	26,538	—	—	1,360	7,042	27,011
5,000,000 and over													
Head offices, sales offices and auxiliary units
Totals	17	1,063	2,223	5,048	567	18,999	46,737	27,027	4	11	1,409	7,207	27,484
1965													
Under \$10,000	5	5	11	16	5	57	134	72	4	11	9	34	84
\$ 10,000 to \$ 24,999													
25,000 " 49,999													
50,000 " 99,999													
100,000 " 199,999	6	62	130	205	21	1,252	2,261	973	—	—	83	297	1,045
200,000 " 499,999													
500,000 " 999,999													
1,000,000 " 4,999,999	3	70	146	306	60	2,124	4,491	2,271	—	—	114	596	2,379
5,000,000 and over	3	886	1,856	4,535	514	15,417	40,857	24,849	—	—	1,158	6,284	25,572
Head offices, sales offices and auxiliary units
Totals	17	1,023	2,142	5,062	600	18,851	47,743	28,165	4	11	1,364	7,212	29,080

TABLE 3. Principal Statistics classified by Size Group based on Manufacturing Value Added, 1964 and 1965

Size group	Estab- lish- ments	Manufacturing activity							Total activity				
		Production and related workers			Cost of fuel and elec- tricity	Cost of materials and supplies	Value of shipments of goods of own manu- facture	Value added	Working owners and partners		Employees		Value added
		Number	Man- hours paid	Wages					Number	With- drawals	Number	Salaries and wages	
	No.		'000			\$'000				\$'000		\$'000	
1964													
Under \$10,000	5	3	6	10	3	47	105	54	4	11	5	20	58
\$ 10,000 to \$ 24,999													
25,000 " 49,999													
50,000 " 99,999													
100,000 " 199,999	4	38	86	121	15	767	1,115	331	—	—	47	169	400
200,000 " 499,999													
500,000 " 999,999													
1,000,000 " 4,999,999	4	950	1,974	4,667	537	16,479	41,802	24,652	—	—	1,245	6,572	25,013
5,000,000 and over													
Head offices, sales offices and auxiliary units
Totals	17	1,063	2,223	5,048	567	18,999	46,737	27,027	4	11	1,409	7,207	27,484
1965													
Under \$10,000	4	3	7	10	4	41	88	44	4	11	5	17	55
\$ 10,000 to \$ 24,999													
25,000 " 49,999													
50,000 " 99,999													
100,000 " 199,999	5	38	79	124	16	753	1,155	385	—	—	49	191	462
200,000 " 499,999													
500,000 " 999,999													
1,000,000 " 4,999,999	5	96	200	392	66	2,640	5,643	2,888	—	—	152	720	2,991
5,000,000 and over													
Head offices, sales offices and auxiliary units	3	886	1,856	4,535	514	15,417	40,857	24,849	—	—	1,158	6,284	25,572
Totals	17	1,023	2,142	5,062	600	18,851	47,743	28,165	4	11	1,364	7,212	29,080

TABLE 4. Principal Statistics classified by Size Group based on Total Value Added, 1964 and 1965

Size group	Estab- lish- ments	Manufacturing activity							Total activity				
		Production and related workers			Cost of fuel and elec- tricity	Cost of materials and supplies	Value of shipments of goods of own manu- facture	Value added	Working owners and partners		Employees		Value added
		Number	Man- hours paid	Wages					Number	With- drawals	Number	Salaries and wages	
	No.		'000							'000			'000
1964													
Under \$10,000	5	3	6	10	3	47	105	54	4	11	5	20	58
\$ 10,000 to \$ 24,999	4	38	86	121	15	767	1,115	331	—	—	47	169	400
25,000 " 49,999													
50,000 " 99,999													
100,000 " 199,999													
200,000 " 499,999	4	72	156	250	11	1,706	3,715	1,989	—	—	112	446	2,013
500,000 " 999,999													
1,000,000 " 4,999,999	4	950	1,974	4,667	537	16,479	41,802	24,652	—	—	1,245	6,572	25,013
5,000,000 and over
Head offices, sales offices and auxiliary units
Totals	17	1,063	2,223	5,048	567	18,999	46,737	27,027	4	11	1,409	7,207	27,484
1965													
Under \$10,000	4	3	7	10	4	41	88	44	4	11	5	17	55
\$ 10,000 to \$ 24,999	5	38	79	124	16	753	1,155	385	—	—	49	191	462
25,000 " 49,999													
50,000 " 99,999													
100,000 " 199,999													
200,000 " 499,999	5	96	200	392	66	2,640	5,643	2,888	—	—	152	720	2,991
500,000 " 999,999													
1,000,000 " 4,999,999	3	886	1,856	4,535	514	15,417	40,857	24,849	—	—	1,158	6,284	25,572
5,000,000 and over
Head offices, sales offices and auxiliary units
Totals	17	1,023	2,142	5,062	600	18,851	47,743	28,165	4	11	1,364	7,212	29,080

TABLE 5. Principal Statistics classified by Size Group based on Total Employed, 1964 and 1965

Size group	Estab- lish- ments	Manufacturing activity							Total activity				
		Production and related workers			Cost of fuel and elec- tricity	Cost of materials and supplies	Value of shipments of goods of own manu- facture	Value added	Working owners and partners		Employees		Value added
		Number	Man- hours paid	Wages					Number	With- drawals	Number	Salaries and wages	
	No.		'000							'000			'000
1964													
Under 5 employed	5	3	6	10	3	47	105	54	4	11	5	20	58
5 - 14 employed	7	83	180	267	23	1,798	3,367	1,543	—	—	107	377	1,605
15 - 49 "													
50 - 99 "													
100-199 "													
200-499 "	5	977	2,037	4,770	540	17,154	43,265	25,429	—	—	1,297	6,810	25,822
500 employed and over													
Head offices, sales offices and auxiliary units
Totals	17	1,063	2,223	5,048	567	18,999	46,737	27,027	4	11	1,409	7,207	27,484
1965													
Under 5 employed	6	7	15	22	6	109	213	98	4	11	13	55	110
5 - 14 employed	7	97	210	402	78	2,692	5,327	2,498	—	—	140	647	2,646
15 - 49 "													
50 - 99 "													
100-199 "													
200-499 "	4	919	1,917	4,639	516	16,051	42,204	25,568	—	—	1,211	6,510	26,324
500 employed and over													
Head offices, sales offices and auxiliary units
Totals	17	1,023	2,142	5,062	600	18,851	47,743	28,165	4	11	1,364	7,212	29,080

TABLE 6. Principal Statistics classified by Type of Organization, 1964 and 1965

Type of organization	Estab-lish-ments	Manufacturing activity							Total activity				
		Production and related workers			Cost of fuel and elec-tricity	Cost of materials and supplies	Value of shipments of goods of own manu-facture	Value added	Working owners and partners		Employees		Value added
		Number	Man-hours paid	Wages					Number	With-drawals	Number	Salaries and wages	
	No.		'000			\$'000				\$'000		\$'000	
1964													
Individual ownerships	-	-	-	-	-	-	-	-	-	-	-	-	-
Partnerships	17	1,063	2,223	5,048	567	18,999	46,737	27,027	4	11	1,409	7,207	27,484
Incorporated companies													
Co-operatives	-	-	-	-	-	-	-	-	-	-	-
Head offices, sales offices and auxiliary units
Totals	17	1,063	2,223	5,048	567	18,999	46,737	27,027	4	11	1,409	7,207	27,484
1965													
Individual ownerships	-	-	-	-	-	-	-	-	-	-	-	-	-
Partnerships	17	1,023	2,142	5,062	600	18,851	47,743	28,165	4	11	1,364	7,212	29,080
Incorporated companies													
Co-operatives	-	-	-	-	-	-	-	-	-	-	-
Head offices, sales offices and auxiliary units
Totals	17	1,023	2,142	5,062	600	18,851	47,743	28,165	4	11	1,364	7,212	29,080

TABLE 7. Calculation of Output, Input and Value Added, 1964 and 1965

	Manufacturing activity		Non-manufacturing activities		Total activity	
	1964	1965	1964	1965	1964	1965
\$'000						
Output						
1. Shipments and other revenue	46,737	47,743	2,391	2,775	49,128	50,518
Inventories—Goods of own manufacture:						
Add closing—Goods in process	51	53	51	53
Finished goods	1,443	1,233	1,443	1,233
Deduct opening—Goods in process	52	51	52	51
Finished goods	1,585	1,362	1,585	1,362
2. Net inventory change	(143)	(127)	(143)	(127)
3. Gross output (1 + 2)	46,594	47,616	2,391	2,775	49,985	50,391
Input						
4. Purchases of goods not of own manufacture	1,871	1,865	1,871	1,865
Inventories—Goods not of own manufacture:						
Add opening	12	38	12	38
Deduct closing	38	128	38	128
5. Cost of goods sold (not of own manufacture)	1,845	1,775	1,845	1,775
6. Materials, supplies, etc.	18,999	18,851	89	84	19,088	18,935
7. Fuel and electricity	567	600	567	600
8. Gross input (5 + 6 + 7)	19,566	19,451	1,934	1,859	21,500	21,310
Value added (3 - 6)	27,027	28,165	457	916	27,484	29,080

TABLE 8. Employment and Payroll, 1964 and 1965

Year and province	Employees										Salaries and wages				
	Production and related workers				Adminis- trative and office		Sales and distribution		Total		Production and related workers		Adminis- trative and office	Sales and distri- bution	Total
	Manufacturing		Other												
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Manufac- turing	Other			
number										\$'000					
1964															
Newfoundland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prince Edward Island	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nova Scotia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Brunswick	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quebec	x	x	-	-	x	x	x	-	x	x	x	-	x	x	x
Ontario	675	293	4	2	95	53	135	8	909	356	4,727	22	944	952	6,645
Manitoba	x	x	-	-	x	x	-	-	x	x	x	-	x	-	x
Saskatchewan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alberta	x	x	-	-	x	x	x	-	x	x	x	-	x	x	x
British Columbia	x	x	-	-	x	x	x	-	x	x	x	-	x	-	x
Yukon and Northwest Terri- tories	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Totals	724	339	4	2	118	66	148	8	994	415	5,048	22	1,108	1,029	7,207
1965															
Newfoundland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prince Edward Island	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nova Scotia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Brunswick	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quebec	x	x	-	-	x	x	x	-	x	x	x	-	x	x	x
Ontario	667	263	5	3	98	52	129	9	899	327	4,763	32	1,000	884	6,679
Manitoba	x	x	-	-	x	x	-	-	x	x	x	-	x	-	x
Saskatchewan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alberta	x	x	-	-	x	x	x	-	x	x	x	-	x	x	x
British Columbia	x	x	-	-	x	x	-	-	x	x	x	-	x	-	x
Yukon and Northwest Terri- tories	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Totals	711	312	5	3	121	64	139	9	976	388	5,062	32	1,170	948	7,212

TABLE 9. Production and Related Workers, - Manufacturing Activity, 1964 and 1965

Month	1964		1965	
	Male	Female	Male	Female
	number			
Establishments reporting monthly detail (large establishments only):				
January	688	343	680	282
February	684	322	652	260
March	689	313	685	286
April	691	339	715	315
May	746	364	731	294
June	764	351	740	365
July	776	394	768	375
August	775	387	743	330
September	734	359	715	355
October	728	326	712	322
November	713	279	667	230
December	686	288	738	326
Averages	724	339	711	312
Establishments reporting annual averages (small establishments only)
Average for all establishments	724	339	711	312

TABLE 10. Inventories,¹ 1965

Province	Manufacturing				Non-manufacturing	Total inventories
	Materials, supplies, etc.	Goods in process	Finished goods of own manufacture	Total	Products or materials purchased for resale	
book value \$'000						
Opening:						
Newfoundland	—	—	—	—	—	—
Prince Edward Island	—	—	—	—	—	—
Nova Scotia	—	—	—	—	—	—
New Brunswick	—	—	—	—	—	—
Quebec	x	—	x	x	—	x
Ontario	2,553	51	1,539	4,142	38	4,180
Manitoba	x	—	x	x	—	x
Saskatchewan	—	—	—	—	—	—
Alberta	x	—	x	x	—	x
British Columbia	x	—	x	x	—	x
Yukon and Northwest Territories	—	—	—	—	—	—
Totals	2,756	51	1,716	4,523	38	4,561
Closing:						
Newfoundland	—	—	—	—	—	—
Prince Edward Island	—	—	—	—	—	—
Nova Scotia	—	—	—	—	—	—
New Brunswick	—	—	—	—	—	—
Quebec	x	—	x	x	—	x
Ontario	2,666	53	1,616	4,335	128	4,463
Manitoba	x	—	x	x	—	x
Saskatchewan	—	—	—	—	—	—
Alberta	x	—	x	x	—	x
British Columbia	x	—	x	x	—	x
Yukon and Northwest Territories	—	—	—	—	—	—
Totals	2,880	53	1,812	4,745	128	4,873

TABLE 11. Purchased Fuel and Electricity Used, 1964 and 1965

Description	1964		1965	
	Quantity	Cost	Quantity	Cost
		\$'000		\$'000
1. Large establishments reporting commodity detail:				
Bituminous coal:				
(a) From Canadian mines	ton	52	1	—
(b) Imported	"	12,836	147	10,247
Sub-bituminous coal (from Alberta mines only)	"	—	—	—
Anthracite coal	"	—	—	—
Lignite coal	"	—	—	—
Coke	"	—	—	—
Gasoline (including gasoline used in cars and trucks)	Imp. gal.	10,903	4	8,411
Fuel oil including kerosene or coal oil	"	77,990	7	201,056
Wood	cord	—	—	—
Gas:				
(a) Liquefied petroleum gases	Imp. gal.	2,715	1	4,297
(b) Other manufactured gas	M cu. ft.	—	—	—
(c) Natural gas	"	211,565	142	227,136
Other fuel	—	...	—
Electricity purchased	kwh.	24,904,410	260	37,471,717
Steam purchased	—	...	—
2. Small establishments not reporting commodity detail:				
Estimate for fuel and electricity	4	...	—
3. All establishments:				
Total fuel and electricity used	567	...	600

¹ The difference between figures in Table 10 and those in Table 7 arises from firms reporting output of products on the basis of production rather than of shipments. Consequently, inventories of finished products for such respondents are not taken into account for purposes of compiling value added in Table 7. See also "Concepts and Definitions" for explanation of other variances.

TABLE 12. Materials and Supplies - Manufacturing Activity, 1964 and 1965

Description	1964		1965	
	Quantity	Cost	Quantity	Cost
	tons	\$'000	tons	\$'000
1. Materials used:				
Wheat	21,435	1,447	20,425	1,389
Rye	89	6	104	6
Barley	2,150	124	781	45
Buckwheat	445	28	387	25
Oats	26,340	1,418	26,984	1,577
Corn	47,060	2,789	44,271	2,717
Corn grits, cornmeal, corn germ, and cracked corn	2,994	166	2,079	181
Rice and rice meal	9,110	1,784	9,706	1,838
Bran, shorts and middlings	6,531	497	5,965	480
Flour (wheat, etc)	5,701	500	6,752	647
Flax	28	2	23	2
Wheat germ, wheatlets	565	83	305	62
Other grains, meals, etc.	9,522	1,022	3,512	561
Malt and malt sprouts	427	50	427	54
Malt extract and syrup	527	117	570	99
Sugar	5,808	1,476	6,413	1,104
Glucose	189	41	121	26
Salt	1,147	29	1,248	34
Shortening	345	125	315	120
All other materials and components used ¹	1,073	...	1,116
2. Containers and other packaging materials and supplies used	5,403	...	5,661
3. Operating, maintenance and repair supplies used (excluding fuel)	811	...	873
4. Amount paid out to others for work done on materials owned by establishments	6	...	234
Totals	18,999	...	18,851

¹ No detailed information on materials used was collected from small establishments, the estimated costs for which are included here. These estimated cost were \$112,968 in 1964 and \$108,558 in 1965.

TABLE 13. Shipments of Goods of Own Manufacture, 1964 and 1965

Description	1964		1965	
	Quantity	Value	Quantity	Value
		\$'000		\$'000
1. Products:				
Prepared breakfast cereals (ready for serving)				
Unprepared breakfast cereals				
All other products				
		Commodity details not separately available - see Table 14		
2. Amount received in payment for work done on materials and products owned by others	2	...	3
Less adjustment for value of sales taxes, excise duties and outward transportation charges which could not be deducted from individual commodity items described above	(195)	...	(275)
Net adjustment for establishments receiving progress payments	-	...	-
Total adjusted value of shipments and work done	46,737	...	47,743

TABLE 14. Shipments of Selected Goods of Own Manufacture - All Industries, 1964 and 1965

(Selected Breakfast Cereal Products Only)

(Includes shipments from other industries which manufacture, as a secondary activity, the commodities listed)

Description	1964		1965 ^P	
	Quantity	Value	Quantity	Value
	lb.	\$'000	lb.	\$'000
Prepared - Ready-to-serve	115,362,116	43,588	121,721,744	45,691
Unprepared:				
Oatmeal	29,406,000	2,168	31,583,081	3,320
Rolls oats	81,036,000	8,007	79,517,511	7,678
Other unprepared cereals	15,275,473	2,126	14,828,861	1,951
Total unprepared cereals	125,717,473	12,301	125,929,453	12,949

List of Establishments classified to this Industry, 1965

(Does not include establishments classified to other industries, which as a secondary activity, manufacture products typical of this industry)

Name	Location
Quebec:	
Empire Milling Co. Ltd.	1451 Préfontaine St., Montreal
Jackson Newport Foods Co., Division of George Weston Ltd.	Jacques-Cartier
Morlan Foods Inc.	220 Maguire St., Montreal
Ontario:	
Durum Cereals Ltd.	4 Shaftesbury Place, Toronto
Kellogg Company of Canada Ltd.	1097 Dundas St., London
Nabisco Foods, Division of Nabisco Ltd.	1651 Lewis Ave., Niagara Falls
Quaker Oats Co. of Canada Ltd., The	Peterborough
Raiston Purina Co. of Canada Ltd.	Clarkson
Toronto Buckwheat Milling Co.	660 College St., Toronto
Wilson, James & Sons Ltd.	St. Andrew St., Fergus
Manitoba:	
A & G. Packing Co.	71 Archibald St., St. Boniface
Nabisco Foods, Division of Nabisco Ltd.	312 Chambers St., Winnipeg
Prairie Maid Cereals Ltd.	905 Berry St., St. James
Winnipeg Cereal Milling Ltd.	1005 Tupper Ave., Winnipeg
Alberta:	
Prairie Maid Cereals Ltd.	8625 Stadium Road, Edmonton
Sunny Boy Ltd.	Camrose
British Columbia:	
Melograin Milling Co. Ltd.	425 Industrial Ave., Vancouver

CONCEPTS AND DEFINITIONS

Census of Manufactures

General

The Census of Manufactures is an annual mail survey covering Canada's Manufacturing Industries. It is based on the Standard Classification of Industries and full details concerning the system may be found in the Standard Industrial Classification manual, Catalogue No. 12-501 which is available from the Queen's Printer or the Dominion Bureau of Statistics. In summary, the Classification as it relates to the manufacturing industries provides for a breakdown into 140 industries arranged in 20 major industry groups. Of the 140 (3 digit) industries, 18 are further broken down into 55 (4 digit) sub classes. At the Canada level, principal statistics are collected and compiled for 176 separate industries. They cannot all be published separately by province, however, because of the confidential nature of the data in certain provinces.

The reporting unit for the Census is designated as the **establishment** (see definition of "Establishment" in following section) and a return is requested from every establishment classified to a manufacturing industry. Although respondents are required to submit reports covering the calendar year, financial year reports other than the calendar year are accepted in instances where respondents find it impossible to supply calendar year data from accounting records. When an establishment is operated for only part of a year a report is required covering the period of operation.

There are four different questionnaires used in the Census of Manufactures: (a) short form (b) long form (c) head office questionnaire and (d) commodity questionnaire. The short and long forms are used to obtain principal statistics and commodities shipped from establishments classified to manufacturing industries and differ only in the amount of detail requested. The short form is a single-sheet questionnaire sent to small manufacturers generally reporting shipments of less than \$100,000; this cut-off, however, varies somewhat between industries. The head office questionnaire is generally used for company head offices and/or auxiliary units separately located from the manufacturing establishment(s), (see following notes on Head offices and auxiliary units). The Commodity questionnaire is used to survey certain establishments which are coded (on the basis of their principal activity) to industries other than manufacturing in the Standard Industrial Classification system, but which undertake some manufacturing as a subsidiary activity. This single-sheet questionnaire is designed to collect information on the quantity and value of goods of own manufacture shipped by such establishments in order to achieve full coverage of domestically manufactured commodities (see the following note under Shipments).

The results of the Census are presented in some 135 publications. In addition to these annual industry publications there are annual summary reports for Canada and the provinces and special reports giving principal statistics by detailed geographic areas, by type of ownership and size of establishment. A special annual report covering the shipments of all manufactured commodities arranged in alphabetical order is also published.

Since 1960 the following major changes have been implemented in the Census of Manufactures: (a) a revised Standard Industrial Classification (b) a new establishment definition and (c) an extension of the establishment definition to cover the non-manufacturing activities of manufacturing establishments. The statistics presented in the reports reflect the complete implementation of these changes and enable comparisons to be made back to and including 1961. For a complete description of the procedures followed in establishing the revised series, reference should be made to the Explanatory Notes included in the 1960, 1961 and 1962 industry publications. The statistical framework within which the Census of Manufactures is now carried out is based on the following concepts and definitions which have been developed as part of a general programme to achieve a fully integrated system of economic statistics.

Establishment

A manufacturing establishment is typically a factory, mill or plant principally engaged in manufacturing activities. The majority of such establishments are firms but many firms have more than one establishment. Such firms are requested to submit a separate Census of Manufactures report for each manufacturing establishment which can meet the reporting requirements embodied in the following definition of the "establishment":

"The smallest unit which is a separate operating entity capable of reporting the following principal statistics:

- Materials and supplies used
- Goods purchased for resale as such
- Fuel and power consumed
- Number of employees and salaries and wages
- Man-hours worked and paid
- Inventories
- Shipments or sales."

Each establishment is required to report on all the activities carried out within its accounting boundaries (except income from investments such as rent, interest and dividends) and data on the different activities (manufacturing, trading in goods not of own manufacture, construction by own labour

force, revenue from services, etc.) are requested to be reported separately. It should be noted that the statistics for separate activities are not completely consistent since some respondents cannot distinguish, in their records, materials, shipments and inventories relating solely to their own manufacturing activities. For example, inventory of goods purchased for re-sale may not be distinguishable from inventory of own manufactured goods. Complete consistency, therefore, can be obtained only at the "all operations" (total activity) level and for studies or statistical measures requiring accurate coordinated data, the "total" statistics should be used.

The number of establishments represents the number of operating units that are principally engaged in the activities of the manufacturing industries to which they have been classified. These units do not necessarily represent the total number engaged in the production of a commodity mainly produced in a certain industry. Some commodities are produced as secondary products in other manufacturing and non-manufacturing industries. It should be noted that head offices and auxiliary units which are surveyed separately are not included in the establishment count, (see following notes on head offices and auxiliary units).

Head Offices and Auxiliary Units

All head offices and auxiliary units of companies classified to the manufacturing industries such as sales offices, administrative offices, warehouses, laboratories, etc. are now surveyed as part of the Census of Manufactures.

These head offices and auxiliary units are either included in an establishment report or are surveyed by means of the head office questionnaire. The former is the most common case where a single establishment firm has its executive personnel, sales office, etc. located at the site of the manufacturing plant (establishment). The special head office questionnaire is generally used where a firm, regardless of the number of establishments, has separately located offices or auxiliary units. Such offices or units do not constitute establishments within the Census of Manufactures as they do not normally generate operational revenues, but give rise only to costs of operations (mainly salaries and wages) which are automatically included in the value of shipments or sales. Although not considered as establishments, and hence, not included in the "establishment" count for an industry, the operational costs are reflected in either the "Industry" statistics (3 or 4 digit level) or the "Major group" statistics (2 digit level) according to the following rules:

(a) In the case of single establishment firms, statistics for separately located offices and units are classified to the same industry (3 or 4 digit) as the establishment;

(b) In the case of multi-establishment firms, the statistics for such offices and units are coded to the same industry as the establishments of the firm, when all establishments are in the same industry (3 or 4 digit). When establishments of

such firms are coded (1) to different industries within a major group, (2) to industries in different major groups or (3) to industries in different divisions of the Standard Industrial Classification, then the statistics are included in the major group totals (2 digit level) in which the major part of the company's operations are classified. Although this may result in some distortion of major group statistics in the case of (2) and (3) the statistics at the industry (3 or 4 digit) level in all cases will be left free of these company-wide data.

Employees

(a) Production and related workers — Manufacturing activities

In addition to those engaged in production and assembling activities, they include those employed in storing, inspecting, handling, packing, warehousing, etc. They also include employees engaged in maintenance, repair, janitorial and watchman services and line supervisors (working foremen) engaged in similar work to that of the employees they supervise. For those establishments reporting on the "long" form, production and related workers engaged in manufacturing activity are reported as those receiving pay during the last pay period of each month, an average for the year being obtained by summing the monthly figures and dividing by 12. This procedure is followed even though the establishment did not operate in all months in order to arrive at equivalent annual full-time employment. The numbers are somewhat affected by turnover, in that employment is overstated when an employee changes employment during a pay period. In the case of those establishments reporting on the "short" form, respondents are requested to report average annual figures. The man-hours of production and related workers in manufacturing activity represent total man-hours paid (total hours at work during the calendar year plus hours not worked but nevertheless paid for, such as paid vacations, sick leave, statutory holidays, etc.). Data on man-hours are not collected from establishments reporting on the short form. Man-hours for these establishments are estimated on the basis of ratios derived from the 1958 census. During this census all establishments reported on the long form. In reporting overtime hours, respondents are requested to report only hours actually at work. It should be noted that the division of hours paid into production and related workers payrolls results in average hourly earnings and does not represent hourly wage rates which are collected and published by the Department of Labour and which are based on selected occupations.

(b) Production and related workers — Non-manufacturing activities

Such employees include those on manufacturing establishments' payrolls engaged in activities such as construction undertaken for the use of these establishments, some outside piece-workers employed in certain industries, logging employees who are reported as part of a sawmilling establishment and any other production workers who are not engaged in manufacturing-type operations.

(c) Administrative and office employees

This category includes all executive and supervisory officials such as presidents, vice-presidents, comptrollers, secretaries, treasurers, etc., together with managers, professional, technical and research employees, superintendents and factory supervisors above the line supervisor or working foreman level, and clerical staffs. Also included are employees in activities such as advertising, credit collections, purchasing, personnel, legal, medical, etc. It should be noted that prior to 1961 this category also included working owners and partners. Also included in this category are employees located at head offices or auxiliary units separately located from the establishment; these are generally included in the figures for the province in which they are located according to the rules outlined under "Head offices and auxiliary units" above.

(d) Sales and distribution workers

This category includes office personnel whose salaries are charged to selling expense, travelling salesmen, driver salesmen, truckdrivers and their helpers, etc. It may also include some sales employees who are reported as part of a manufacturing establishment but are not working at the establishment's location. These are generally broken down by province in cases where more than 15 employees are involved in any one province. The figures exclude persons working on a commission basis who are not considered regular employees of the establishment.

(e) Total Employees

This total comprises the foregoing categories including employees located at separately located head offices and auxiliary units. The numbers of employees included under categories (b), (c) and (d) are reported in the form of annual averages and represent as closely as possible full time employment; adjustments are made when reported figures indicate the existence of part time or seasonal employment. In all the above categories, figures on employment refer to the calendar year whether or not other establishment statistics can only be reported on a fiscal year other than the calendar year.

Working Owners or Partners

These are not now included in the statistics of employees and salaries and wages. There is some duplication in numbers when a person owns more than one establishment and is reported as a working owner on each Census return. Withdrawals of working owners are defined as amounts withdrawn by owners or partners for normal living expenses excluding withdrawals for payment of income tax.

Salaries and Wages

Salaries and wages refer to gross earnings of employees before deductions for income tax and employees contributions to social services such as sickness, accident and unemployment insurance, pensions, etc. They include all salaries, wages,

bonuses, profits shared with employees, the value of room and board where provided, commissions (paid to regular employees only) as well as any other allowance forming part of the worker's earnings. Payments for over-time are included. Figures on salaries and wages refer to the calendar year.

Fuel and Electricity

Figures for fuel refer to amounts actually used (including fuel used in cars, trucks, locomotives, etc.), not to purchases unless the quantities are substantially the same. **Any fuel and electricity produced by establishments for internal consumption are not included in the total cost.** Values represent laid down cost at the establishment including freight, duty, etc. Although fuel and electricity used is considered part of manufacturing activity it should be noted that it also includes relatively small amounts used in non-manufacturing activities since these cannot be reported separately.

Materials and Supplies

(a) Manufacturing activities

Figures represent quantities and laid down cost values, at the establishment, of materials, supplies and purchased components owned and used during the year in manufacturing activities and related processes. These statistics represent only commodity items or physical goods (cost of services or overhead charges such as advertising, insurance, depreciation, etc. are not included) whether purchased from others or received as transfers (in the form of materials, components or semi-processed goods) from other establishments of the reporting company. Included are maintenance and repair supplies not chargeable to fixed assets accounts and any amounts charged by other establishments for work done on materials owned by the reporting establishment. Cost of repairs or maintenance done by outside contractors and cost of returnable containers are not included.

(b) Non-manufacturing activities

1. Purchases for re-sale as such

Figures represent cost of materials or products purchased from others by the reporting establishment (or received as transfers from other establishments of the reporting company) for re-sale as such in the same condition as purchased. Included are any finished products received on consignment from other countries.

2. Other materials and supplies used

Figures represent the cost of materials and supplies, if any, used in new construction and in the production of machinery and equipment (for the use of the reporting establishment) by the establishment's own employees. Included are materials used for any capital repairs and alterations carried out by the establishment's employees. Amounts paid to outside contractors for construction and repair work are not included nor is the cost of

purchased machinery and equipment. Also included is the cost of office supplies not chargeable to fixed assets accounts and the cost of such other items of materials and supplies used as food, beverages and supplies for establishment-operated cafeterias and lunch counters, first aid and medical supplies, laboratory supplies, etc.

Shipments

(a) General

The figures represent revenue from all production, sales, services and related activities of reporting establishments with shipments valued in Canadian dollars at the point at which the establishment relinquishes control. The unsold portion at year end of consignment shipments in Canada is treated as inventory and not as shipments but all shipments to foreign countries for which the form B13 "Customs Canada Export Entry" has been completed, are treated as shipments.

In those industries where work on principal products extends over a relatively long period, (Fabricated Structural Metal Industry, Aircraft and Parts Manufacturers, Railroad Rolling Stock Industry and Shipbuilding and Repair Industry) the value of production rather than the value of shipments is recorded. There are certain establishments in other industries which also operate on a basis of progress payments. For these establishments, shipments are also adjusted to work put in place on the basis of the net change in progress payments over the year.

(b) Shipments of goods of own manufacture

These figures represent shipments of goods made from own materials either in the reporting establishments or by other manufacturers on the basis of a charge to the reporting establishments for work done. Included are revenue from repair and custom work, amounts received in payment for work done on materials owned by other establishments and the cost (book value) of any goods shipped on a rental basis.

All products and by-products of own manufacture shipped from the establishment are covered, including transfer shipments to sales outlets, distributing warehouses or to other manufacturing plants of the reporting firm, when such units are treated as separate establishments. The value of shipments are net of returned goods, discounts, returns, allowances, sales tax and excise taxes and duties, returnable containers and charges for outward transportation by common or contract carriers. Transportation or delivery expense incurred by the reporting establishment's own carriers are included.

Shipments of goods of own manufacture of establishments which are coded to some other division of the Standard Industrial Classification (on the basis of principal activity) but which are engaged in manufacturing as a subsidiary activity

are collected by means of the Commodity questionnaire referred to earlier. Such shipments together with shipments of goods of own manufacture of establishments forming the universe of manufacturing industries are compiled and recorded in the various industry publications.

(c) Shipments of goods not of own manufacture

These figures represent the net selling value at establishment (net of discounts, returns, allowances, sales taxes and excise duties and taxes and transportation charges by common or contract carriers) of all products or materials (including products transferred from other establishments of the reporting firm) sold as such in the same condition as purchased or received as transfers. For those industries which ship such goods on a rental basis, the value of shipments represents the book value of these goods. All sales of consignment goods from other countries are included.

(d) Other revenue

Figures represent the book value of fixed assets, if any, (new construction and machinery and equipment including major repairs, alterations, additions, modifications, installation and assembly work) produced during the year for the use of reporting establishments by the establishment's own employees and for which depreciation accounts are maintained. Included also are any revenues from the sale of electricity and from any operations performed by the establishment's own employees, such as revenue from goods produced or purchased for rental (the book value of such goods are included as part of shipments of goods of own manufacture or shipments of goods not of own manufacture), servicing revenues, commissions on sales (when not included in value of sales), revenue for company-operated cafeterias and lunch counters and revenue from outside installation or construction work not related to the establishment's own products, sale of used materials (excluding sale of used fixed assets) research and development work, etc. As mentioned previously the figures do not include non-operating revenue such as rent, dividends, interest, etc.

Inventories

(a) Manufacturing activities

Values represent the book values of manufacturing inventory owned in Canada. Inventories held for which progress payments have been received are not included. Where progress payment accounts are maintained, the change in these accounts is treated as a net adjustment to shipments. Figures consist of inventory owned at the plant and at warehouses or selling outlets which are treated as extensions of establishments for the purpose of reporting shipments. Inventory owned in transit in Canada or on consignment in Canada is included. Goods shipped abroad and held in inventory are included in shipments. Opening inventories may differ from the closing inventories of the previous year because of changes in classification, the

receipt of revised data, the inclusion of new establishments and the removal of establishments which did not operate during the survey year.

(b) Non-manufacturing activities

Figures represent the book value of inventory of goods purchased for re-sale as such without further processing, owned by the reporting establishments and held at plants and at any warehouses or selling outlets which are treated as extensions of establishments. Other characteristics are the same as in (a) above.

Value Added

(a) By manufacturing activities

Figures are compiled by deducting the cost of manufacturing materials, supplies, etc. and fuel and electricity consumed from the (value of shipments of goods of own manufacture adjusted for changes in the value of inventories of finished goods and goods in process).

(b) By non-manufacturing activities

The figures are compiled by deducting the cost of goods purchased for re-sale (adjusted for changes in the value of inventories of goods pur-

chased for re-sale) and the cost of non-manufacturing materials and supplies used from the value of shipments of goods not of own manufacture, plus other revenue.

(c) By Total activities

The figures consist of value added by manufacturing activities plus value added by non-manufacturing activities. This total value added figure may, in some cases, be less than value added by manufacturing activities as a result of expenditures associated with non-manufacturing exceeding revenues from such activities or because of a decrease in inventory of goods not of own manufacture exceeding the mark-up on the sale of such goods. "Value added" is sometimes referred to as net output or net production. However, to arrive at the National Accounts concept of net production, or Gross Domestic Product at "Factor cost" it would be necessary to subtract also the cost of advertising, insurance and other business expenses which are not collected as part of the annual Census of Manufactures. "Value added" figures for the primary industries, manufacturing and construction are published in DBS publication Catalogue No. 61-202, "Survey of Production".

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