

CATALOGUE No.

32-205

ANNUAL



CANADA

BREWERIES

1960

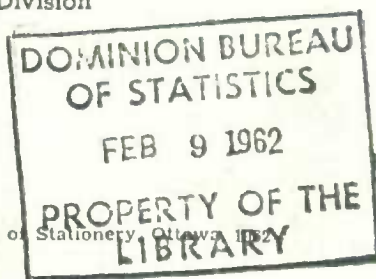
Formerly The Brewing Industry

ANNUAL CENSUS OF MANUFACTURES

Published by Authority of
The Honourable George Hees, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

February, 1962
6522-512



Price 50 cents

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SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

- nil or zero.
- ° preliminary figures.
- ° revised figures.

EXPLANATORY NOTES

This report is one in a series of about 140 publications which present the results of the 1960 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. Adoption of the revised Standard Industrial Classification for 1960 compilations has necessitated changes in titles of many reports in this annual series. The content of many industries has also been affected (see following note on Industrial Classification).

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 1960 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, ware-

housing 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

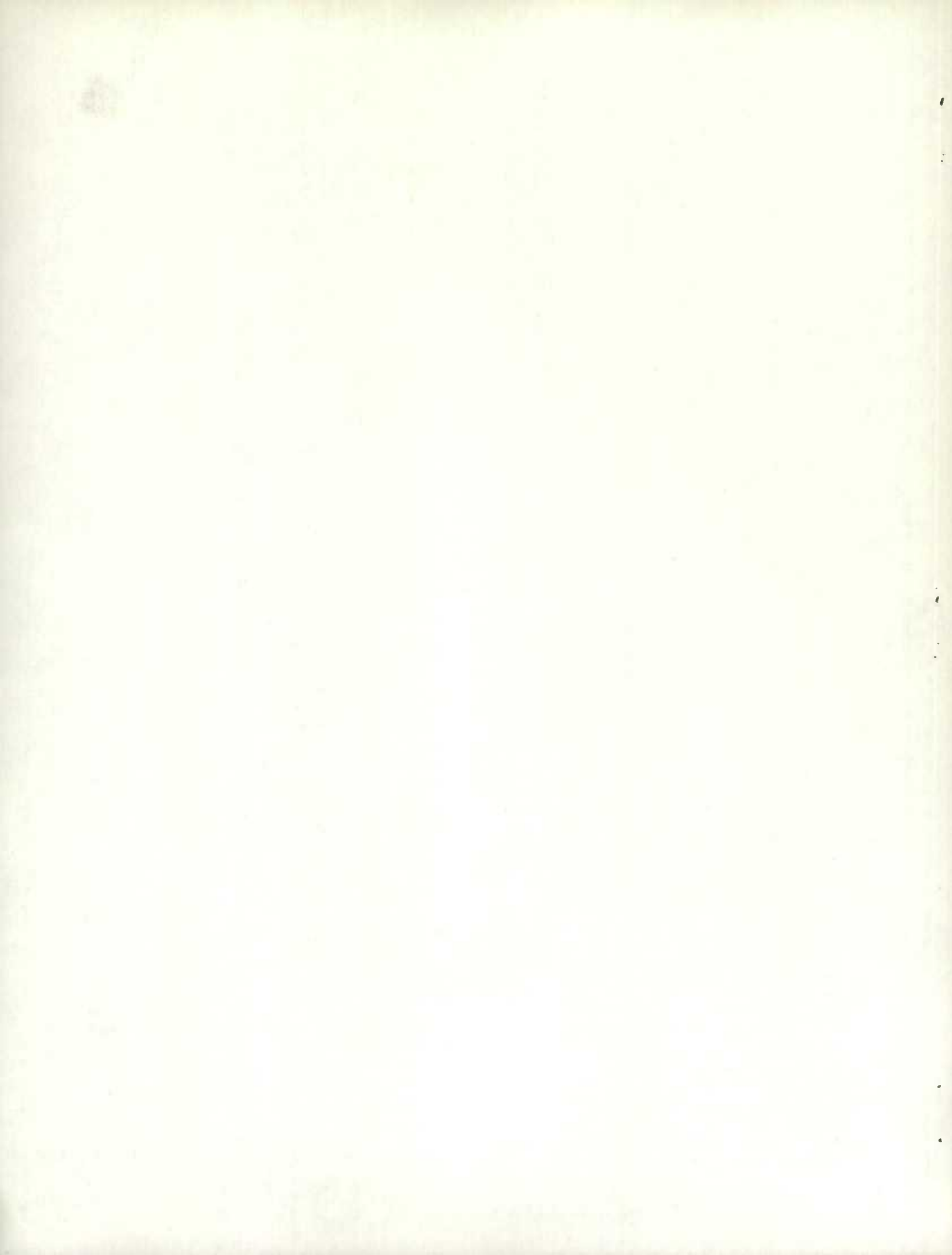
Figures for fuel refer to amounts actually used, (including fuel used in cars and trucks), not to purchases unless the quantities are the same. Values refer to the laid-down cost at the works, including freight, duty, etc.

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 or 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 revised Standard Industrial Classification which has been introduced with the 1960 Census of Manufactures provides for a breakdown of the universe into 140 industries arranged in 20 major groups compared with 135 industries in 17 major groups in the old classification which was used in the compilations for the years 1949 to 1959 inclusive. It incorporates changes considered desirable on the basis of experience in using the earlier classification as well as those which take account of changes in the structure of Canadian industries associated with the rapid developments of the past decade. Full details are contained in the Standard Industrial Classification Manual, Catalogue No. 12-501, which is available from either the Queen's Printer or the Dominion Bureau of Statistics. Reporting establishments are classified or allotted to specific industries on the basis of the value of principal products made or shipped.

Many industries remain unchanged in the new classification but in many instances there have been substantial changes in content because of the shifting of establishments from one industry to another or in re-grouping of establishments. Where

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*.

changes have occurred the principal statistics for 1957, 1958 and 1959 have been re-compiled to provide data on a basis comparable with those for 1960.

Short Forms

Between 1949 and 1957, in an effort to ease the reporting burden for smaller firms, a short form was used asking for the total value of shipments only or, in a few cases where losses of detail were significant, for quantities and values of principal products. For purposes of publication, missing data were estimated on the basis of appropriate ratios. In general the cut-off point for these short forms was set at \$50,000 value of shipments. About 40% of the total number of establishments reported on the short form and accounted for less than 3 per cent of the total value of shipments.

In 1958, in order to establish a new base year, the small firms were asked to report all items of principal statistics together with some detail on materials and products.

For the 1959 Census, the short form was used again, but further steps were taken to ease the respondents' burden. First, the general limit for short forms was raised to \$100,000 value of shipments. In addition, a new intermediate form was developed. This form is a shortened version of the long form in that most of the general questions were pared down and the detailed lists of materials and products were limited to the more important items. The general limits for firms in this category were set at between \$100,000-\$500,000 value of shipments, but in the case of both the short and intermediate forms there were lower cut-offs for a number of industries in which the smaller firms accounted for a larger share of total shipments. On the other hand, limits were raised where this could be done without a significant loss of coverage. On most of the short forms for 1959, in addition to total value of shipments, data on principal products were requested. In a few industries, where loss of employment and earnings data were considered too large because of higher cut-offs, a question on total payroll was placed on the short form. This practice was followed again in 1960.

The intermediate and long forms provide complete data for the compilation of all elements of principal industry statistics and the details of materials and products. The one-page short form, although containing data on principal products and total value of shipments, does not request information on other elements of principal statistics such as value of inventories, materials, fuel and electricity and, in most cases, employment and salaries and wages, nor does it contain detailed data on volume and value of materials used. For purposes of compiling aggregates of principal statistics by industry and by geographic location, the missing data for each establishment were estimated for 1959 by using, in general, ratios based on the change in the value of shipments between 1958 and 1959. The proportion of the estimated data was generally less than 5 per cent of the total in each category of principal statistics.

BREWERIES

1960

As stated on page 3 all 1960 annual Census of Industry reports have been compiled on the basis of the Standard Industrial Classification-revised 1960. In Breweries (formerly The Brewing Industry) there was no change in the content of the Industry. Therefore the 1960 statistics included in this report are comparable with previous years.

Breweries in 1960 had a selling value of factory shipments (including duties and taxes) amounting to \$404,456,418. Sales tax and other excise taxes and duties paid to the Dominion and Provincial governments totalled \$152,955,710, leaving a selling value less taxes of \$251,500,708. Beer, ale stout and porter were the main items of production with a total of 238,731,690 gallons valued at \$399,225,643 compared with 235,183,805 gallons valued at \$388,131,494 in 1959. Other products manufactured were carbonated beverages \$1,829,762, wet and dried grain \$1,596,611 and yeast \$246,530. For detailed statistics of shipments, see Tables 2 and 3.

The number of establishments engaged in the production of malt liquors totalled 54, located by provinces, as follows: Newfoundland 3, Nova Scotia 2, New Brunswick 2, Quebec 5, Ontario 18, Manitoba 6, Saskatchewan 5, Alberta 6, and British Columbia 7. These plants furnished employment to 7,864 persons who were paid \$42,105,016 salaries and wages. They spent \$58,050,386 for materials and the value of factory shipments, less taxes and duties, amounted to \$251,500,708.

Compared with the previous year there was an increase of \$6,734,501 in the value (less taxes) of factory shipments. The output of beer, ale, stout and porter increased by 3,547,885 gallons and the

selling value increased by \$11,094,149. The number of employees decreased by 167 but the amount paid in salaries and wages was \$1,756,539 more than the amount paid in 1959.

Malt is the principal material used by the industry, the consumption in 1960 totalling 419,276,241 pounds valued at \$21,335,509. Hops, another important ingredient for the production of beer, totalled 3,360,355 pounds with a value of \$2,573,848, while cartons, cans, crowns, corks, labels, etc., used during the year for all products had a value of \$23,807,824. In addition to the expenditure of \$58,050,386 for all consumable materials, \$7,344,275 was also spent for new bottles, cases, barrels and kegs. For details of materials used see Table 5.

Since 1954, statistics have been collected on opening and closing inventory values at each plant. A compilation of this information is shown in Table 4.

The tables following give detailed statistics of shipments, inventories, materials used, employment, imports and exports.

In Table 1, showing principal statistics of the industry, in the column headed "Value added by manufacture" the figures are obtained by subtracting the cost of materials used, including fuel and electricity, from the value of production. In 1954 and 1955, the value of production was obtained by adding the difference between closing and opening inventory values of "finished goods" to the value of factory shipments, but since 1955 the difference in opening and closing inventory values of "goods in process" was also added.

TABLE 1. Principal Statistics of Breweries, 1929-60

Provinces	Establishments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Value added by manufacture ¹	Selling value of factory shipments ²
	number				dollars		
1929	78	4,839	7,134,258	834,475	19,135,208	42,291,238	62,280,921
1933	74	4,156	5,309,527	841,982	9,398,599	20,900,314	30,940,895
1935	73	4,460	6,155,642	708,038	15,024,625	24,968,377	40,899,040
1936	70	4,604	6,517,804	711,163	15,540,509	27,796,122	44,047,794
1938	65	5,379	8,343,279	768,530	17,140,219	24,472,104	42,378,853
1939	61	5,345	8,451,402	750,154	16,488,207	26,394,981	43,633,342
1940	61	5,520	9,004,800	952,045	24,876,452	24,783,421	50,611,918
1941	61	5,932	10,512,805	1,106,447	34,343,935	27,835,011	63,285,393
1942 ³	61	6,868	12,911,103	1,328,166	17,341,712	55,354,723	74,024,801
1943	61	6,813	12,852,096	1,246,925	15,918,326	52,493,557	69,658,808
1944	61	7,125	14,188,533	1,351,455	18,021,526	83,118,812	82,491,793
1945	60	7,593	15,323,200	1,427,031	20,493,465	71,952,408	93,872,904
1946	61	8,844	17,743,749	1,812,598	23,416,499	84,270,490	109,299,587
1947	61	9,378	21,067,092	1,674,998	25,871,001	86,800,811	114,546,810
1948 ⁴	61	8,407	21,252,568	2,160,726	34,995,002	89,783,408	126,939,136
1949 ⁵	64	8,652	23,461,437	2,334,261	37,939,869	102,125,599	142,399,729
1950	63	8,311	23,888,605	2,318,098	42,018,271	105,073,118	149,409,487
1951	63	8,449	27,489,309	2,511,866	45,905,901	112,741,266	161,159,033
1952	61	8,163	30,143,552	2,589,905	49,713,488	126,465,413	178,768,806
1953	61	8,383	31,737,897	2,597,740	51,482,008	146,805,908	200,885,656
1954	62	8,541	33,422,844	2,650,996	47,590,063	147,635,628	198,390,169 ⁶
1955	58	8,368	34,387,685	2,730,387	48,677,904	158,370,826	210,571,853
1956	59	8,724	36,770,347	3,046,700	53,046,993	161,030,802	215,897,007
1957	57	8,413	37,003,146	3,252,200	59,229,700	169,990,773	231,118,381
1958							
Canada	55	8,148	37,708,857	3,181,897	55,855,573	172,383,258	232,353,488
Atlantic Provinces	7	544	2,011,439	258,110	3,461,274	9,952,620	13,892,032
Quebec	5	2,553	11,655,844	893,581	18,370,819	44,811,045	82,132,264
Ontario	18	2,798	14,071,473	1,123,599	21,817,722	70,161,885	94,152,129
Manitoba	6	637	2,912,338	197,481	2,802,281	10,289,904	13,354,251
Saskatchewan	5	357	1,821,392	155,315	2,598,993	8,047,313	10,724,498
Alberta	8	563	2,410,055	189,783	4,227,901	13,693,003	18,100,268
British Columbia	8	696	3,026,516	364,048	4,376,583	15,427,488	20,198,046
1959							
Canada	56	8,031	40,346,477	3,224,608	57,836,492	183,534,883	244,766,207
Atlantic Provinces	7	568	2,301,109	253,754	3,867,618	11,011,688	15,071,274
Quebec	5	2,484	12,966,005	893,942	16,851,336	47,529,629	65,558,841
Ontario	18	2,861	15,276,420	1,211,647	23,195,193	79,507,293	103,405,313
Manitoba	6	591	2,831,578	208,906	2,851,893	10,784,877	13,941,982
Saskatchewan	5	362	1,803,480	170,786	2,567,106	7,184,944	10,100,026
Alberta	6	558	2,460,435	199,842	4,246,089	12,552,501	17,030,467
British Columbia	9	609	2,709,450	285,731	4,357,257	14,963,951	19,658,304
1960							
Canada	54	7,864	42,105,018	3,289,028	58,050,386	190,256,543	251,500,708
Atlantic Provinces	7	578	2,450,302	278,749	4,166,650	12,268,859	16,613,277
Quebec	5	2,427	13,482,918	896,895	16,185,935	46,766,314	65,209,757
Ontario	18	2,735	15,858,728	1,233,835	23,190,140	81,276,980	106,201,961
Manitoba	6	620	3,059,438	213,839	3,079,463	11,294,163	14,481,634
Saskatchewan	5	376	1,803,359	171,734	2,739,142	7,834,684	10,755,724
Alberta	6	536	2,591,428	214,318	4,160,489	13,301,375	17,705,373
British Columbia	7	594	2,858,845	279,856	4,548,567	15,514,166	20,532,962

¹ See text.² Excludes duties and taxes. Prior to 1954 this was value of production.³ Since 1941 the taxes and duties on "malt" and "hops" have not been included in the cost of materials. This raises the "Value added by manufacture" by the amount of duty paid on malt and hops.⁴ Since 1948 employees engaged in transportation and delivery are not included. These employees were paid \$4,101,772 in 1958, \$4,333,189 in 1959 and \$4,491,894 in 1960.⁵ Newfoundland included since 1949.

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.

TABLE 2. Shipments of Breweries, Canada, 1955-60

	1955		1956		1957			
	Quantity	Value of factory shipments ¹	Quantity	Value of factory shipments ¹	Quantity	Value of factory shipments ¹		
		\$		\$		\$		
Beer, ale, stout and porter - Totals	gal.	211, 101, 903	331, 117, 100	214, 978, 831	339, 473, 859	224, 782, 975	364, 993, 057	
Bottled and canned	"	180, 536, 005	273, 263, 187	166, 379, 043	283, 783, 113	178, 632, 853	308, 321, 483	
Draught	"	50, 565, 898	57, 853, 913	48, 599, 788	55, 690, 746	46, 150, 122	56, 671, 574	
Grains, dried for sale	ton	18, 400	790, 640	22, 929	915, 201	25, 491	998, 516	
Grains, sold wet	"	121, 186	524, 539	132, 108	397, 745	131, 987	359, 411	
Carbonated beverages (soft drinks)	gal.	2, 141, 866	1, 568, 799	2, 212, 352	1, 934, 738	2, 436, 615	2, 289, 320	
Yeast, made for sale	lb.	1, 594, 484	161, 682	1, 745, 198	175, 907	1, 784, 550	188, 511	
All other products and by-products²		-	705, 383	-	730, 631	-	781, 544	
Totals		-	334, 868, 143	-	343, 628, 081	-	369, 590, 359	
Taxes and duties paid on materials and products		-	124, 296, 290	-	127, 731, 074	-	138, 473, 998	
Totals (less taxes)		-	210, 571, 853	-	215, 897, 007	-	231, 116, 361	
			1956	1959	1960			
			Quantity	Value of factory shipments ¹	Quantity	Value of factory shipments ¹	Quantity	Value of factory shipments ¹
				\$		\$		\$
Beer, ale, stout and porter - Totals	gal.	219, 848, 237	361, 609, 941	235, 183, 805	388, 131, 494	238, 731, 690	399, 225, 643	
In small bottles	"	139, 981, 680	257, 263, 440	151, 804, 931	275, 763, 634	160, 633, 547	291, 455, 451	
In large bottles	"	32, 482, 671	48, 722, 504	32, 149, 847	50, 137, 101	27, 518, 084	43, 278, 071	
In cans	"	985, 912	1, 743, 181	1, 349, 090	2, 372, 090	1, 897, 526	3, 036, 430	
Draught and bulk	"	46, 397, 974	53, 880, 816	49, 879, 937	59, 858, 669	48, 682, 533	61, 455, 691	
Grains, dried for sale	ton	34, 398	1, 029, 966	32, 184	1, 346, 342	30, 507	1, 226, 395	
Grains, sold wet	"	87, 234	294, 270	101, 767	371, 861	105, 973	370, 216	
Carbonated beverages (soft drinks)	gal.	2, 289, 086	2, 289, 177	2, 210, 066	2, 145, 836	1, 899, 495	1, 829, 762	
Yeast made for sale	lb.	2, 119, 588	215, 574	2, 094, 555	229, 357	2, 307, 258	246, 530	
All other products and by-products¹		-	1, 185, 705	-	1, 427, 732	-	1, 557, 872	
Totals		-	366, 624, 633	-	393, 632, 622	-	404, 456, 418	
Taxes and duties paid, totals		-	134, 271, 145	-	148, 886, 415	-	152, 955, 710	
Sales taxes		-	25, 025, 379	-	30, 614, 794	-	30, 554, 349	
Excise duty, on gallonage basis (replacing malt tax)		-	85, 099, 251	-	92, 138, 168	-	94, 292, 757	
Gallonage tax, other		-	21, 191, 502	-	22, 985, 913	-	24, 863, 924	
Brewers' licence fees and permits		-	240, 780	-	239, 955	-	248, 992	
Other taxes		-	2, 714, 233	-	2, 907, 585	-	2, 995, 688	
Totals (less taxes)		-	232, 353, 488	-	244, 746, 207	-	251, 500, 708	

¹ Taxes and duties are included in selling values.
² Mostly the sale of scrap cartons, etc. which amounted to \$1,195,062 in 1960.

TABLE 3. The Following Statement Shows the Inventories, Production and Sales of Beer, Ale, Stout and Porter, for the Years 1959 and 1960 for Canada and the Provinces

	On hand beginning of year ¹	Produced during the year	Sold during the year (not including inter-company transfers)	Wastage, shrinkage, etc.	On hand end of year
gallons					
1959					
Canada	28,552,908	248,443,426	235,183,805	12,601,145	29,011,384
Atlantic Provinces	934,619	11,339,713	10,536,696	728,580	1,009,056
Quebec	8,597,293	78,873,010	74,970,093	4,229,167	8,271,043
Ontario	12,566,521	97,225,914	92,431,199	4,394,803	12,966,433
Manitoba	1,513,243	12,253,904	11,903,794	499,632	1,363,521
Saskatchewan	1,079,560	9,474,382	8,971,041	516,796	1,066,105
Alberta	1,452,065	18,364,690	18,621,498	1,314,232	1,881,025
British Columbia	2,409,607	20,911,813	19,749,484	1,117,735	2,454,201
1960					
Canada	29,457,648	252,734,594	238,731,690	12,659,822	30,800,730
Atlantic Provinces	1,039,232	12,407,233	11,482,155	772,359	1,191,951
Quebec	8,271,043	79,244,344	74,543,625	4,058,390	8,913,172
Ontario	13,124,500	98,010,484	93,691,870	4,310,611	13,132,303
Manitoba	1,363,521	13,121,132	12,272,177	508,516	1,703,960
Saskatchewan	1,245,481	10,030,906	9,475,878	564,165	1,236,344
Alberta	1,881,025	18,184,147	18,968,043	1,210,755	1,886,374
British Columbia	2,532,846	21,736,348	20,297,742	1,234,626	2,736,626

¹ The differences in the quantities reported on hand at the beginning of the year and those reported at the end of the previous year are due to the receipt of revised data.

TABLE 4. Inventories, 1960

Province	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total value ¹
dollars				
Opening²				
Canada	11,833,984	11,181,679	5,958,488	28,974,151
Atlantic Provinces	829,286	424,560	321,128	1,574,972
Quebec	3,572,829	3,919,907	1,047,229	8,539,965
Ontario	5,527,604	4,154,521	3,474,860	13,156,985
Manitoba	333,795	305,834	411,283	1,050,912
Saskatchewan	241,465	563,926	114,008	919,397
Alberta	567,751	718,859	181,590	1,468,000
British Columbia	761,254	1,094,272	408,394	2,263,920
Closing				
Canada	12,339,814	10,517,956	6,717,460	29,575,230
Atlantic Provinces	842,472	517,073	329,594	1,689,139
Quebec	3,988,939	3,949,666	1,636,857	9,575,462
Ontario	5,426,194	3,485,063	3,643,292	12,554,569
Manitoba	405,613	359,753	463,195	1,228,561
Saskatchewan	288,847	538,948	130,820	958,615
Alberta	531,605	659,920	211,138	1,402,663
British Columbia	856,144	1,009,513	302,564	2,168,221

¹ Book value of all manufacturing inventories held at plants and plant warehouses.

² When "Opening" inventory figures differ from 1959 "Closing" figures this is due to receipt of revised data.

TABLE 5. Materials Used in Breweries, 1959 and 1960

	1959		1960	
	Quantity	Cost value	Quantity	Cost value
		\$		\$
Materials used in brewing				
Barley malt:				
Canadian	lb. 409,362,625	21,677,470	419,276,241	21,335,509
Imported	—	—	—	—
Rice malt	—	—	—	—
Other malt	lb. 31,210	2,226	31,615	2,422
Rice, including rice flakes and rice grits	" 15,646,138	1,132,652	15,146,371	1,049,759
Corn, including corn flakes and corn grits	" 25,350,239	1,449,530	27,870,776	1,523,589
Other grains (soybean flakes, wheat grits, etc.)	" 3,732,941	269,741	3,545,662	250,078
Hops:				
Canadian	" 1,331,148	969,911	1,322,458	962,540
Imported	" 2,106,692	1,802,013	2,037,897	1,611,306
Hop extracts	—	5,230	—	717
Miscellaneous brewing ingredients	—	1,190,386	—	1,168,061
Filtering agents	lb. 4,770,890	267,389	4,228,556	251,860
Cleaning materials (caustic soda, soda ash, sulphuric acid, etc.)	" 9,954,903	647,510	9,502,496	655,073
Water purchased	M gals. 3,467,411	716,121	3,551,151	787,354
Materials used for refrigeration	lb. 367,529	28,856	214,746	25,394
All other materials used in brewing	—	351,212	—	367,283
Containers and other packaging materials and supplies:				
Cans	doz. 1,537,384	809,774	2,131,481	1,070,271
Other non-returnable containers	" 859,471	327,792 ^r	721,925	253,286
Cartons	—	12,978,792 ^r	—	13,140,259
Crowns	—	4,695,833	—	4,842,241
Corks, bungs and labels	—	3,064,242	—	3,095,812
All other packaging supplies	—	1,391,519	—	1,268,928
Operating, maintenance and repair supplies	—	3,632,082	—	3,873,633
Materials used in production of carbonated beverages				
Carbonic acid gas	lb. 113,301	18,916	120,463	17,358
Syrups, fruit juices, concentrates, extracts, etc.	gal. 20,557	139,990	16,947	153,804
Sugar	lb. 2,520,552	200,869	2,441,262	192,963
Cleaning materials	—	2,806	—	3,069
Packaging supplies (cartons, crowns, labels, etc.)	—	147,486	—	137,227
Other materials and supplies	—	18,144	—	10,788
Total cost of materials used	—	57,936,482	—	56,050,386
Returnable containers purchased during the year:				
New bottles for malt beverages:				
Small	doz. 11,161,773 ^r	4,780,422 ^r	10,693,312	4,787,824
Large	" 80,117 ^r	57,508 ^r	135,242	110,395
Cases for malt beverages	No. 4,965,160	1,238,085	8,546,318	2,090,779
New barrels and kegs:				
Metal	" 4,180	156,921	4,502	192,993
Wooden	—	—	—	—
New bottles for soft drinks	doz. 263,972	156,554	187,313	146,995
Wooden cases for soft drinks	No. 23,052	21,605	16,313	13,289

TABLE 6. Employees and Their Earnings, by Provinces, 1959 and 1960

	Supervisory and office employees			Production workers (monthly averages)			Total employees and total earnings		
	Male	Female	Salaries	Male	Female	Total wages	Male	Female	Salaries and wages
	number		\$	number		\$	number		\$
1959									
Canada	1,472	492	12,343,689	6,029	38	28,004,788	7,501	530	40,348,477
Atlantic Provinces	83	32	719,373	444	9	1,581,736	527	41	2,301,109
Quebec	420	159	3,615,770	1,896	9	9,350,235	2,316	168	12,966,005
Ontario	638	225	5,685,758	1,985	13	9,590,662	2,623	238	15,276,420
Manitoba	108	29	785,932	453	1	2,045,648	561	30	2,831,578
Saskatchewan	45	7	352,691	310	—	1,450,789	355	7	1,803,480
Alberta	93	20	647,404	443	—	1,813,031	536	20	2,460,435
British Columbia	85	20	536,761	498	6	2,172,689	583	26	2,709,450
1960									
Canada	1,548	500	13,688,768	5,778	38	28,416,248	7,326	538	42,105,016
Atlantic Provinces	84	32	757,509	451	9	1,692,793	535	41	2,450,302
Quebec	434	157	3,903,133	1,827	9	9,579,785	2,261	166	13,482,918
Ontario	652	226	6,277,734	1,845	12	9,580,992	2,497	238	15,858,728
Manitoba	128	35	909,776	454	3	2,149,662	582	38	3,059,438
Saskatchewan	47	8	371,578	321	—	1,431,781	368	8	1,803,359
Alberta	100	20	737,161	416	—	1,854,267	516	20	2,591,428
British Columbia	103	22	731,877	464	5	2,126,966	567	27	2,858,645

TABLE 7. Production Workers, by Months, 1959 and 1960

Months	1959			1960		
	Male	Female	Total	Male	Female	Total
	number					
January	5,719	37	5,756	5,289	32	5,321
February	5,537	39	5,576	5,389	37	5,426
March	5,876	38	5,914	5,545	38	5,583
April	5,933	37	5,970	5,651	38	5,689
May	6,323	38	6,361	6,063	36	6,099
June	6,512	38	6,550	6,270	36	6,306
July	6,613	38	6,651	6,261	34	6,295
August	6,506	37	6,543	6,070	34	6,104
September	5,934	37	5,971	5,848	36	5,884
October	5,751	38	5,789	5,618	38	5,656
November	5,814	37	5,851	5,690	41	5,731
December	5,802	40	5,842	5,631	43	5,674
Monthly average	6,029	38	6,067	5,778	38	5,816

TABLE 8. Imports and Exports of Ale, Beer, Porter, etc., 1940-60

	Imports		Exports	
	Quantity	Value	Quantity	Value
	gals.	\$	gals.	\$
1940	96,921	136,177	240,666	218,773
1941	89,170	119,329	3,507,234	3,379,070
1942	80,957	111,998	7,520,351	6,746,199
1943	67,070	101,814	5,351,153	5,102,346
1944	79,223	123,900	6,070,301	5,598,817
1945	31,039	36,756	5,339,479	4,970,526
1946	12,327	12,309	4,252,182	4,502,164
1947	32,399	52,010	4,372,665	4,670,676
1948	97,640	157,720	1,713,902	1,750,168
1949	105,489	210,267	1,405,199	1,607,952
1950	125,774	163,697	1,554,726	1,669,153
1951	197,653	245,634	2,023,974	2,222,475
1952	201,699	253,753	1,805,010	2,134,700
1953	215,696	274,300	2,183,358	2,897,269
1954	224,943	285,780	2,352,547	3,281,971
1955	237,469	300,243	2,598,123	3,560,958
1956	238,908	307,219	2,608,631	3,585,882
1957	341,956	423,928	2,926,999	4,052,544
1958	356,445	477,430	2,963,982	4,088,151
1959	291,999	395,232	3,091,892	4,259,241
1960	383,376	484,721	3,178,594	4,369,227

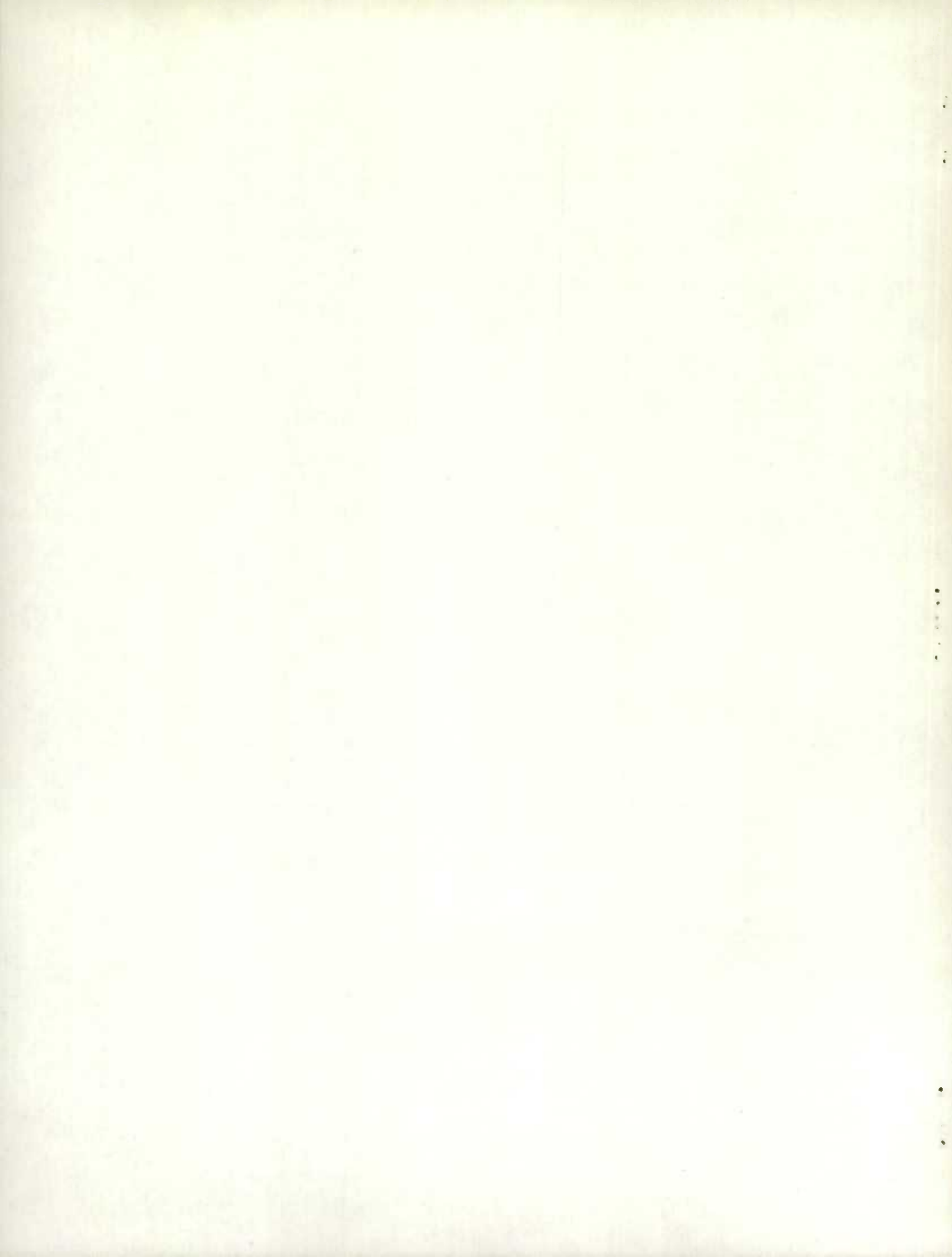


TABLE 9. Principal Statistics of Breweries grouped according to the Size of Establishments, 1959 and 1960

Establishments having a production of	Establishments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
1959						
Under \$200,000	2	156	601,359	83,855	743,320	2,287,972
\$ 200,000 to under \$ 500,000	6					
500,000 " " 1,000,000	7	397	1,950,009	141,224	1,327,295	4,653,298
1,000,000 " " 5,000,000	27	2,390	10,795,111	1,016,462	15,971,090	67,885,903
5,000,000 and over	14	5,088	27,001,998	1,983,067	39,894,787	169,939,034
Totals	56	8,031	40,348,477	3,224,608	57,936,492	244,766,207
1960						
Under \$200,000	1	85	348,691	58,589	401,555	1,587,458
\$ 200,000 to under \$ 500,000	4					
500,000 " " 1,000,000	6	353	1,811,690	113,107	1,054,683	3,956,818
1,000,000 " " 5,000,000	27	2,142	10,101,107	1,001,284	15,056,910	64,297,417
5,000,000 and over	16	5,284	29,843,528	2,116,048	41,537,238	181,659,017
Totals	54	7,864	42,105,016	3,289,028	58,050,386	251,500,708

TABLE 10. Principal Statistics classified by Number of Employees per Establishment, 1959 and 1960

Employment groups	Establishments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
1959						
5 to 14 employees	4	27	111,953	16,408	201,631	779,994
15 " 49 "	8	254	1,127,132	148,639	1,278,185	4,715,218
50 " 99 "	20	1,285	5,554,950	593,493	7,899,661	31,929,391
100 " 199 "	13	1,853	8,920,450	692,469	13,221,064	56,849,677
200 " 499 "	8	2,074	10,497,615	832,883	18,723,097	77,932,447
500 " 999 "	1	2,538	14,136,377	940,718	16,612,854	72,559,480
1,000 " 1,499 "	2					
Totals	56	8,031	40,348,477	3,224,608	57,936,492	244,766,207
1960						
5 to 14 employees	2	342	1,426,827	200,313	1,812,097	7,256,725
15 " 49 "	10					
50 " 99 "	17	1,078	5,017,172	536,273	7,083,318	28,807,739
100 " 199 "	13	1,783	8,977,019	694,024	13,264,463	59,112,730
200 " 499 "	9	2,175	11,690,600	906,854	19,430,925	84,867,568
500 " 999 "	2	2,486	14,993,398	951,564	18,459,583	71,455,946
1,000 " 1,499 "	1					
Totals	54	7,864	42,105,016	3,289,028	58,050,386	251,500,708

TABLE 11. Consumption of Fuel and Electricity, 1959 and 1960

Kind		1959		1960	
		Quantity	Cost value at factory	Quantity	Cost value at factory
			\$		\$
Bituminous coal (a) From Canadian mines	ton	1,059	16,487	934	13,784
(b) Imported	"	33,041	390,398	31,907	370,255
Sub-bituminous coal (from Alberta mines only)	"	3,506	27,406	3,339	26,639
Anthracite coal					
Lignite coal	ton	6,965	44,886	5,820	37,542
Gasoline	Imp. gal.	1,251,100	407,528	1,316,820	421,018
Fuel oil including kerosene or coal oil	"	10,646,391	882,860	11,011,475	913,024
Gas (a) Liquefied petroleum (propane, etc.)	Imp. gal.	7,899	2,923	13,396	4,069
(b) Other manufactured					
(c) Natural	M cu. ft.	453,573	118,120	457,466	126,415
Other fuel			12,814		14,121
Electricity purchased	kwh.	187,299,895	1,321,388	177,319,078	1,362,181
Total cost of fuel and electricity			3,224,608		3,289,028

TABLE 12. Estimated Capital and Repair Expenditures in Breweries, 1956-60
(Figures prepared in the Business Finance Division)

Year	Capital expenditures		Repair expenditures		Total
	Construction	Machinery and equipment	Construction	Machinery and equipment	
	thousands of dollars				
1956	4,941	7,021	1,005	3,176	16,143
1957	4,024	9,186	1,361	4,248	16,819
1958	3,706	5,817	1,124	4,174	14,821
1959	5,789	9,817	1,238	4,806	21,650
1960 ^P	7,379	11,552	1,199	4,238	24,368

List of Breweries Reporting in 1960

Name	Address
Atlantic Provinces:	
Bavarian Brewing Limited	Leslie St., St. John's, Newfoundland
The Bennett Brewing Co., Limited	Sudbury St., St. John's, Newfoundland
Newfoundland Brewery Limited	55 Belvedere St., St. John's, Newfoundland
A. Keith & Son Limited	112 Lower Water St., Halifax, N.S.
Oland & Son Limited	65 Hollis St., Halifax, N.S.
Olands Brewery Limited	2-14 Carmarthen St., Saint John, N.B.
Moosehead Breweries Limited	89-119 Main St., Lancaster, N.B.
Quebec:	
The Carling Breweries (Quebec) Limited	5930 De Gaspé St., Montreal
Dow Brewery Limited (Montreal Plant)	391 Colborne St., Montreal
Dow Brewery Limited (Quebec Plant)	92 St. Valier St., Quebec
John Labatt Limited (Quebec Division)	50 Labatt Ave., Ville LaSalle
Molson's Brewery Limited	1670 Notre Dame St. E. Montreal
Ontario:	
The Carling Breweries Limited (Hamilton Division)	197 Burlington St. E., Hamilton
The Carling Breweries Limited (Windsor Division)	515 Riverside Drive, Windsor
The Carling Breweries Limited (Waterloo Division)	155 King St. S., Waterloo
The Carling Breweries Limited (Toronto Division)	293 Niagara St., Toronto
Doran's Northern Ontario Breweries Ltd.	1201 Cameron St., Fort William
Doran's Northern Ontario Breweries Ltd.	154 N. Algoma St., Port Arthur
Doran's Northern Ontario Breweries Ltd.	503 Bay St., Sault Ste Marie
Doran's Northern Ontario Breweries Ltd.	185 Lorne St., Sudbury
Doran's Northern Ontario Breweries Ltd.	319 Algonquin Blvd. E., Timmins
Dow Kingsbeer Brewery Limited	476 King St. W., Kitchener
Formosa Spring Brewery Limited	Formosa
Fort Frances Brewing Co. Limited ¹	1009 Mill Road, Fort Frances
John Labatt Limited	311 King St. E., Toronto
John Labatt Limited	150 Simcoe Street, London
Molson's Brewery (Ontario) Limited	640 Fleet St. W., Toronto
O'Keefe Brewing Company Limited (Simcoe Street Division)	260 Dundas Street W., Toronto
O'Keefe Brewing Company Limited (Victoria Street Division)	297 Victoria Street, Toronto
O'Keefe Brewing Company Limited (Ottawa Division)	840 Wellington Street, Ottawa
Manitoba:	
Fort Garry Brewery Limited	721 Furby Street, Winnipeg
O'Keefe Brewing Co. (Manitoba) Limited	49 Stadacona Street, Winnipeg
The Kiewit Brewing Company Limited	191 Dumoulin Street, St. Boniface
Pellissier's Brewery Limited	409 Mulvey Ave., Winnipeg
Labatt's Manitoba Brewery Limited	137 Colony Street, Winnipeg
The Carling Breweries (Manitoba) Limited ¹	Redwood & Main Street, Winnipeg
Saskatchewan:	
The Carling Breweries (Saskatchewan) Limited	921 Albert Street N., Regina
Labatt's Saskatchewan Brewery Limited	8th Street & Kilburn Ave., Saskatoon
Sicks' Prince Albert Brewery Limited	554-17th Street West Prince Albert
Molson's Regina Brewery Limited	Dewdney Avenue, Regina
O'Keefe Brewing Company (Saskatchewan) Limited	519 Second Avenue North, Saskatoon
Alberta:	
The Big Horn Brewing Company Limited	Manchester Sub-Division, Calgary
Calgary Brewing & Malting Company Ltd. ¹	9th Ave. & 15th St. E., Calgary
Bohemian Maid Brewing Company Limited	10542 Saskatchewan Drive, Edmonton
The Carling Breweries (Alberta) Limited	5301-43rd St., Red Deer
Sicks' Lethbridge Brewery Limited ¹	Corner 1st St. & 2nd Ave. S., Lethbridge
Molson's Edmonton Brewery Limited	10439-121st Street, Edmonton
British Columbia:	
Caribou Brewing Co. Limited	North Nechako, Prince George
Interior Breweries Limited	P.O. Box 1168, Creston
Lucky Lager Brewing Company (N.W.) Limited	210 Brunette Street, New Westminster
Lucky Lager Brewing Company (Victoria) Limited	1921 Government Street, Victoria
Caribou Brewing Company Limited	Princeton
Molson's Capilano Brewery Limited	1550 Burrard Street, Vancouver
The Carling Breweries (B.C.) Limited	2790 Vine Street, Vancouver

¹ These firms also manufacture "carbonated beverages".

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