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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

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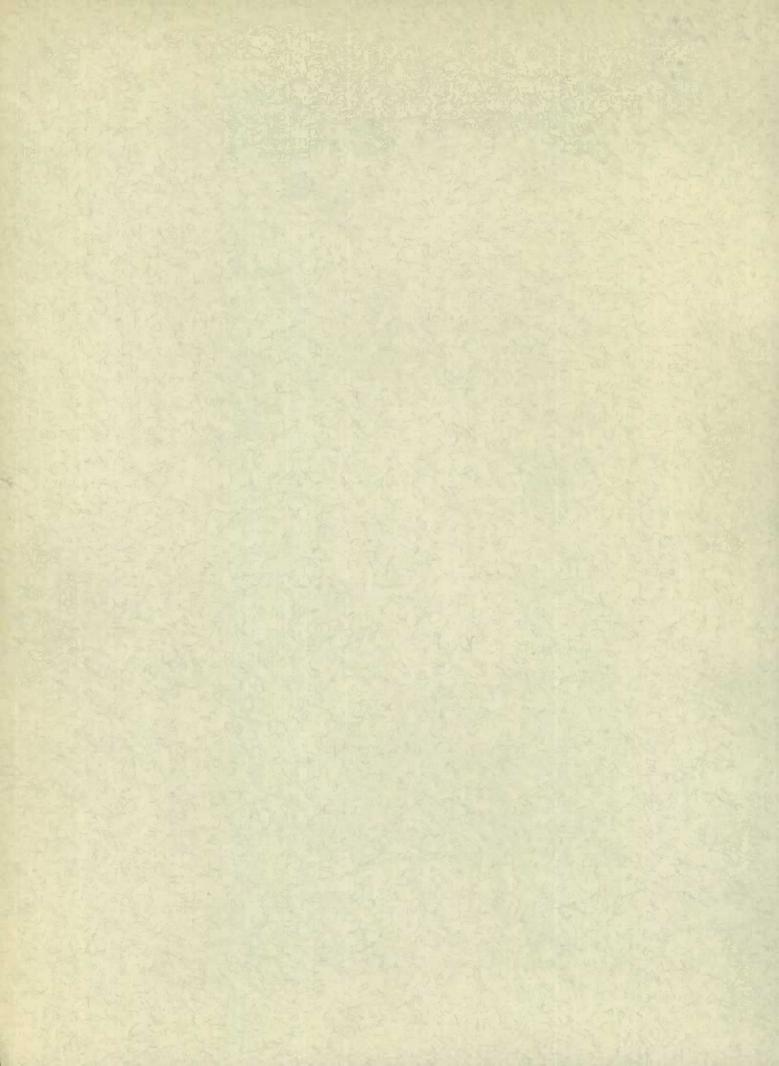
DISTILLED LIQUOR INDUSTRY

IN

CANADA

1931

Published by Authority of the HON. H. H. STEVENS, M. P., Minister of Trade and Commerce.



DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS CENSUS OF INDUSTRY OTTAWA - CANADA

550 Copies Oct. 19, 1932.

Dominion Statistician: Acting Chief, Census of Industry: R. H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.

A. Cohen, B. Com.

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1931.

The Distilled Liquor Industry has expanded from a production of \$3,296,545 in 1922 to \$43.752.420 in 1929 owing partly to the modification of prohibition laws in Canada and also to the fact that a large part of its production was exported directly or indirectly to the United States. Since 1930, however, due to the general depressed business conditions prevailing, the industry experienced considerable recession. The number of employees dropped from 2,219 in 1929 to 1,822 in 1931, salaries and wages from \$3,132,497 to \$2,223,477 and value of production from \$43,752,420 to \$13,055,971.

In 1931 there were twenty-three establishments reporting. Of these, eight did bottling only and one distilled wine spirits on commission. These twenty-three establishments in 1931 reported a capital investment of \$55,863,010, a payroll of 1,822 persons who received \$2,223,477 in salaries and wages and had an output valued at \$13,055,971.

This industry performs three distinct operations, viz., (1) distillation of liquors which are stored away for at least two years for maturing and which are, therefore, not sold during the current year, (2) distillation of non-potable alcohol which may be sold during the year that it is produced and (3) bottling of matured liquors which have been produced in previous years. Several changes have, therefore, been made in the schedule for 1931 in order to show each of these operations more clearly as well as to show the value of new products made by the industry each year.

Whiskies and other potable spirits produced during the year and put in bond for maturing totalled 4,954,123 gallons with an inventory value of \$2,449,161 while whiskies and other potable spirits bottled or shipped in bulk totalled 3,504,421 gallons valued at \$12,959,924. Other important products were denatured alcohol 2,092,610 gallons valued at \$1,033,895 and non-potable alcohol 1,404,081 gallons valued at \$513,374. In order to avoid duplication, however, the prime cost of spirits produced in previous years and which were bottled or shipped in bulk during 1931 must be deducted from the value of production in order to arrive at the value of new products made by the industry in 1931. Detailed statistics of production by provinces are given in table 2.

Imports of distilled liquors in 1931 totalled 1,515,949 gallons with a value of \$24,807,259; this is a decrease of 581,333 gallons over 1930. Exports amounted to 2,562,298 gallons valued at \$12,460,929, a decrease of 805,462 gallons as compared with 1930. There were also 190 gallons of distilled liquors re-exported in 1931.

Detailed statistics of production, materials used, imports and exports, capital, employment, etc., are given in the tables following.

Table 1. - Principal Statistics, by Provinces, 1926 to 1931.

		Estab- lish- ments	Capital	Total Employ- ees	Total Salaries and Wages	Cost of Materials	Products
		No.	\$	No.	\$	\$	\$
1926	CANADA	15 4 6 5	26,422,006 18,440,846 4,970,606 3,010,554	1,015 652 221 142	1,287,122 797,691 274,316 215,115	3,676,197 2,251,133 846,377 578,687	12,216,906 8,137,167 2,545,087 1,534,652
1927	CANADA Ontario Quebec Other Provinces .	17 5 7 5	37,528,954 24,156,892 8,824,874 4,547,188	1,401 834 401 166	1,895,084 1,182,057 500,129 212,898	6,351,689 3,559,492 1,861,525 930,672	25,660,985 13,811,490 8,386,316 3,463,179
1928	CANADA Ontario Quebec Other Provinces .	18 6 7 5	51,287,103 29,255,493 16,121,529 5,910,081	1,884 1,023 623 238	2,560,459 1,426,553 846,562 287,364	10,137,114 5,519,631 3,371,496 1,245,987	38,423,743 19,883,092 15,268,267 3,272,384
1929	CANADA	20 8 7 5	60,211,220 33,970,531 18,579,738 7,660,951	2,219 1,080 895 244	3,132,497 1,748,158 1,076,020 308,319	12,928,920 6,617,718 4,919,884 1,391,318	43,752,420 21,422,749 20,312,104 2,017,567
1930	CANADA Ontario Quebec Other Provinces .	15 5 6 4	61,533,825 33,431,130 19,956,998 8,145,697	1,965 844 867 254	2,435,934 1,199,137 935,954 300,843	6,616,520 3,187,644 2,843,332 585,544	24,925,861 10,523,480 13,419,753 982,628
1931 ^x	CANADA	23 10 8 5	55,863,010 30,772,888 17,336,051 7,754,071	1,822 740 823 259	2,223,477 1,039,567 864,329 319,581	5,463,753 1,549, 7 96 2,918, 7 67 995,190	13,055,971 4,546,457 6,409,395 2,100,119

^{*} Includes bottling establishments which were previously excluded.

Size of Establishments

The tendency towards concentration in industrial enterprise is exemplified in a series of tables which present in a threefold way the size of establishments in the Distilled Liquor Industry measured by (a) capital investment, (b) gross value of production and (c) employment. The tables, compared for a number of years, further serve to indicate the movement of capital, production and employment within the industry.

In 1931 the establishments reporting numbered twenty-three with a total capital investment of \$55,863,010, a total gross value of production of \$13,055,971 and a total employment of 1,822 persons. Of the total number of establishments, five had a combined capital investment of \$42,930,900, or 77 per cent of the total invested in the

industry and an average investment per establishment of \$8,586,180. In gross value of production three establishments had a combined output of \$7,831,120 or 60 per cent of the total for the industry and an average output per establishment of \$2,610,373. Of the total number of employees, three establishments had a combined payroll of 1,133 persons or 62 per cent of the total and an average employment per establishment of 378.

(a) Size of Establishments According to Capital Invested, 1930 and 1931.

		1931			1930	
	Estab-		and the second time to the second	Estab-		
Groups of Capital Invested	lish- ments	Capital Invested	Average Capital	lish- ments	Capital Invested	Average Capital
	No.	\$	\$	No.	\$	\$
Under \$200,000	8	916,464	114,558	2	312,902	156,451
\$200,000 to under \$500,000.	2	560,504	280,252	2	784,581	392,290
\$500,000 to under \$1,000,000 \$1,000,000 to under	4	2,517,533	629,383	0.50		
\$5,000,000	4	8,937,609	2,234,402	7	18,724,896	2,674,985
\$5,000,000 and over	5	42,930,900	8,586,180	4	41,711,446	
TOTAL	23	55,863,010	2,428,827	15	61,533,825	4,102,255

(b) Gross Value of Production in Establishments Grouped According to Value, 1930 and 1931.

		1931			1930	
	Estab-	Gross	Average	Estab-	Gross	Average
Groups of Value of Production	lish-	Value of	Value of	lish-	Value of	Value of
	ments	Production	Production	ments	Production	Production
	No.	\$	\$	No.	\$	\$
Under \$50,000	9	171,311	19,035	2)	162,649	54,216
\$50,000 to under \$150,000	3	279,624	93,208	1)	201,020	01,020
\$150,000 to under \$500,000 .	4	1,561,066	390,266	6	1,779,959	296,660
\$500,000 to under \$1,000,000	4	3,212,850	803,213	2	1,383,482	691,741
\$1,000,000 and over	3	7,831,120	2,610,373	4	21,599,771	5,399,943
TOTAL	23	13,055,971	567,651	15	24,925,861	1,661,724

(c) Employees in Establishments Grouped by Number, 1930 and 1931.

		1931		1930			
Groups of Employees	Estab- lish- ments	Total Employees	Average Employees	Estab- lish- ments	Total Employees	Average Employees	
	No.	No.	No.	No.	No.	No.	
Under 20 employees	13	111	9	3	35	12	
20 to under 50	2	70	35	3	90	30	
50 to under 100	3	232	77	2	137	69	
100 to under 200	2	276	138	4	485	121	
200 and over	3	1,133	378	3	1,218	406	
TOTAL	23	1,822	79	15	1,965	131	

Table 2. - Production

			Canad	la
	Products		Quantity	Value
	THE RESIDENCE OF A STREET OF THE PROPERTY OF T			\$
(a)	Whiskies and other potable spirits, produced during the year but put in bond for			
	maturing	Pf. Gal.	4,954,123	2,449,161 ^x
(b)	Non-potable alcohol	11 11	1,404,081	518,374
	Denatured alcohol	11 11	2,092,610	1,033,895
	Fusel oil	Gal.	4,011	3,775
	Distillers' grains			76,245
	All other products			39,636
(c)	Whiskies and other potable spirits, produced			
	in previous years but bottled or shipped in			
	bulk during current year	Pf. Gal.	3,504,421	12,957,924
	Total Value of Production	and a land		17,079,010
	Total value of Troduction			11,010,010
(d)	Prime cost of Spirits reported above under			
50	Section (c)			4,023,039
			William to the second s	
	Net Value of Production	-	-	13,055,971

Table 3. - Materials Used

The state of the s		TODIO O:	THE COLLEGE OF COM
		Cana	ıda
Materials Used		Quantity	Cost Value
		CONTRACTOR DE	\$
Corn	Lb	26,344,567	395,925
Rye	11	38,918,444	457,207
Other grains	- 11	196,180	2,815
Malt ^X	11	15,526,128	352,831
Molasses	11	70,358,227	607,580
Water purchased	Gal.	91,861,000	15,655
Denaturants	GCCL 0	01,001,000	176,020
Cooperage used for maturing			411,177
Concerns used for chinning			35,449
Cooperage used for shipping		-	
Bottles	To be a second	460	1,368,124
Cases, wooden	-	_	356,684
Cases, fibre	-	about 4	20,661
Other packaging material (labels, corks, cartons,			
etc.}	_	MILLER TO THE	1,219,012
All other materials	-		44,613
Total Cost of Materials			5,463,753
Total Cost of Materials			0,400,100

X Mos ly Canadian Malt

[/] Includes Manitoba 1 and British Columbia 4.

X This value is "inventory value". All other values are "selling values at the distillery".

INDUSTRY IN CANADA, 1931.

1)y	Pro	vin	ces,	18	31.

Ontar	io	Quebe	ec	Other Pro	ovinces /	
Quantity	Value	Quantity	Value	Quantity	Value	
	\$		\$		\$	
799,088 828,656 974,713 1,935	317,412 ^X 300,879 585,241 1,699 6,290 30,616	3,490,603 531,783 1,003,515 2,076	1,841,008 ^x 196,018 382,127 2,076 63,359 9,020	664,432 43,642 114,382	290,741 ^x 21,477 66,527 6,596	
1,219,448	4,332,817	1,713,550	5,650,156	571,423	2,974,951	
~	5,574,954		8,143,764	===	3,360,292	
	1,028,497		1,734,369		1,260,173	
1	4,546,457		6,409,395		2,100,119	

by	Pro	vin	ces.	19	331.
W.7	4 4 4	V admin-b	UU DE	males for	/ Color I

Onta	rio	Quel	ec	Other Provinces		
Quantity	Cost Value	Quantity	Cost Value	Quantity	Cost Value	
	\$		\$		\$	
1,013,882 9,823,148	15,995 74,846	20,928,322 24,659,633	321,156 339,108	4,402,363 4,435,663	58,774 43,253	
60,180	969	-	-	136,000	1,846	
3,299,081 30,209,662	72,620 282,790	10,574,367 37,289,605	247,423 299,046	1,652,680 2,858,960	32, 788 25, 744	
34,367,000	4,684	39,410,000	7,616 70,090	18,084,000	3,355 5,516	
	37,002 7,915		298,493 26,271	-	75,682 1,263	
wat	408,594	-	688,645		270,885	
	97,566 19,307		176,954		82,164	
192	405,108	ens.	420,327	60° ·	393,577	
-	21,986	edis	22,284	-	343	
	1,549,796		2,918,767		995,190	

Capital Employed

Table 4. - Capital Employed by Provinces, 1930 and 1931.

131	ole 4 Gapin	cal Employed	by Province	s, 1930 and 193.	L
	Fixed Capital	al			
Provinces	Present value of lands, buildings, fixtures, machinery and tools etc.	Inventory value of materials, supplies, fuel, etc. on hand	Inventory value of finished products on hand	Cash, bills and accounts receivable, etc.	Total Capital
1931	\$	\$	\$	\$	\$
CANADA	17,144,322	9,079,280	24,292,371	5,347,037	55,863,010
Ontario	9,466,706 5,616,890 2,060,726	6,877,752 801,602 1,399,926	12,254,272 8,946,379 3,091,720	2,174,158 1,971,180 1,201,699	30,772,888 17,336,051 7,754,071
1 9 3 O CANADA	17,750,711	34,92	5,438	8,857,676	61,533,825
Ontario	8,795,478 6,715,872 2,239,361	19,073 10,73 5,11		5,556,292 2,507,796 793,588	33,431,130 19,956,998 8,145,697

[/] Includes Manitoba and British Columbia.

Employment Statistics

		Table	5 Emplo	yees, S	alaries a	and Wages,	1930 an	d 1931.	
Employees on Salaries Employees on Wages						Total employees on salaries and wages			
Provinces	Male	Female	Salaries	Male	Female	Wages	Male	Female	Salaries and Wages
1931	No.	No.	\$	No	No	\$	No.	No.	\$
CANADA	260	60	918,951	1,040	462	1,304,526	1,300	522	2,223,477
Ontario Quebec Other Provinces	76	41 16 3	489,698 294,572 134,681	398 540 102	165 191 106	549,869 569,757 184,900	534 616 150	206 207 109	1,039,567 864,329 319,581
1930 CANADA	284	64	878,670	1,186	431	1,557,264	1,470	495	2,435,934
Ontario Quet & Othe Province:	88	43 17 4	445,346 319,473 113,851	526 560 100	121 202 108	753,791 616,481 186,992	680 648 142	164 219 112	1,199,137 935,954 300,843

Table 6. - Wage earners by Months and Sex, 1930 and 1931.

	19	31.	193	30		19	31	19	30
Months	Male Femal		Male	Female	Months	Male	Female	Male	Female
	No.	No.	No.	No.		No.	No.	No.	No.
January	1,172	594	1,371	481	July	968	462	1,027	356
February		504	1,414	456	August	1,094	426	1,167	412
March		342	1,248	393	September .	1,065	404	1,140	460
April	906	336	1,159	347	October	1,107	491	1,201	497
May		328	1,052	299	November	1,268	643	1,220	497
June	000	391	1,031	307	December	1,148	593	1,192	507
		The second secon	Contracts extracelerable(II) efficient				-		
THE TAX I SEE	Average	number	employed	during	the year	1,040	462	1,186	431

Table 7. - Number of Wage-earners in Month of Highest Employment whose Regular Hours of Work in 1931 were:

Hours worked per week	CANADA	Ontario	Quebec	Other Provinces
	No.	No.	No.	No.
40 hours or less	125	107	18	-
41-43 hours	5	5		-
4 hours	642	428	12	202
15-47 hours	67	65	2	_
48 hours	253	62	1	190
19-50 hours	47	46	1	-
51-53 hours	343	5	338	wher
54 hours	6	5	1	1404
55 hours	51.4	40.1	514	-
56-59 hours	37	4	19	14
30 hours	91	15	76	
Over 60 hours	46	21	25	
Average Hours per Week	50	45	54	46

The above table does not include overtime.

Power Equipment

Power equipment in the industry is shown in table 8 by the number of units in each class and the horse power capacity according to the manufacturers' rating.

Table 8. - Power Equipment, 1930 and 1931

	1	9 3 1	1	9 3 0
Classes of Power	No. of Units	Horse-power Capacity	No. of Units	Horse-power Capacity
Steam engines and turbines	53 2	4,851 232	58 2	4,963 232
Total Primary Power	55	5,083	60	5,195
Electric motors operated by purchased power	785	4,703	784	4,509
Total Power Used in Manufacturing .	840	9,786	844	9,704
Electric motors operated by power generated by the establishment	24	208	87	1,548
Total Electric Motor Installation.	809	4,911	871	6,057
Boilers	56	13,681	46	12,526

Fuel Consumption

Table 9. - Fuel Consumption, 1930 and 1931.

Kinds of Fuel		1 9	3 1	1 9	1930		
		Quantity	Cost Value	Quantity	Cost Value		
			\$		\$		
Bituminous coal	Ton	31,968	162,845	57,471	288,924		
Lignite coal	ŧī	139	965	-			
Fuel oil	Gal.	3,000,665	142,523	2,956,755	141,422		
Wood	Cord	450	2,700		(She)		
Other fuel			36,1.43		12,218		
Total Cost of Fuel Use	d -		345,176	-	442,564		
Cost of Electricity Used			50,833	arind	58,129		

Imports of Distilled Liquors

Table 10 - Imports of Distilled Liquors for the Calendar Years, 1930 and 1931.

Table 10 - Imports of			193	1.	193	
Articles Imported by Countrie	s		Quantity	Value	Quantity	Value
			and the second section of the	\$		\$
Absinthe and all spirituous						
alcoholic liquors,						HERE DELL'
nope Total		Gals.	475	1,173	727	1,874
China	21	11 11	435	920 183	711	1,826
France	11	H	1.3	70		5~
Germany	11		1.0	10	15	16
Other Countries					10	20
Brandy, all kinds Total	Pf.	Gals.	233,286	1,647,477	331,014	2,409,745
United Kingdom	11	11	508	7,093	3,422	59,549
France	11	Ħ	229,936	1,623,306	323,186	2,322,207
Other Countries	11	17	2,842	17,078	4,406	27,989
Condicia and limmun of						
Cordials and liqueurs of	De	Gals	34,223	240,979	51,423	402,360
all kinds, nosp Total	II.	uals.	3,579	62,428		138,258
United Kingdom United States	11	- 11	14	85	7,691	140
France	11	15	22,765	143,836	32,724	203,830
Spain	11	11	411	2,607	925	6,796
Hong Kong	11	11	2,588	5,275	3,594	11,979
Other Countries	- 11	11	4,866	26,748	6,467	41,357
Gin, all kinds - Total	Pf.		245,288	3,425,751	338,650	4,725,604
United Kingdom	- 11	11	148,879	2,857,776	211,028	3,988,820
Netherlands	11	11	89,868	540,113	118,536	698,654
Belgium		11	6,223	26,826	6,297	23,634
France		11	22	112	2,388	13,263
Other Countries		.,	296	924	401	1,233
Rum Total	Pf.	Gals.	214,570	2,983,651	266,733	4,077,762
United Kingdom	- 11	11	135,492	2,585,162	189,945	3,635,955
United States	11	11	1.08	255	54	124
British Guiana	- 11	11	47,920	235, 349	33,941	153,687
British West Indies	- 11	- 11	26,566	119,215	34,369	206,813
France	15	11	1, 329	10,021	2,369	17,391
Cuba	D	tt	3,094	33,294	5,848	63,370
Other Countries	- 11	ft	61	355	207	422
Whi sleave Date 3	pe	Cole	799 107	16 509 229	1,1.08,735	23,321,265
Whiskey Total	Pf.	Gals.	788,107	16,508,228	1,101,580	23,244,654
United Kingdom	11	11	786,493 117	1,386	268	1,702
France	11	11	823	11,240	5,589	57,648
Germany	11	11	188	3,797	619	12,764
Irish Free State Other Countries	Н	tt	486	1.094	679	4,497
Other competes						
Total Imports of Dist	illed	3				
Liquors			1,515,949	24,807,259	2,097,282	34,938,610
				property operated the second	to the time the term that the first term to the term t	

Table 11. - Exports of Distilled Liquors the Produce of Canada, 1930 and 1931.

JUNEAU AND AND VE SAND VIE	193		193	3 0
Articles Exported by Countries	Quantity		Quantity	Value
	Gallons	\$	Gallons	\$
Gin Total	7,157	14,485	17,356	168,443
United Kingdom	10	74	2,504	7.001
United States	-		8,470	123,437
China	3,941	6,537		**
St. Pierre and Miquelon	3,000	7,000	2,022	6,877
British West Indies	48	132	2,017	21,293
Other Countries	158	742	2,343	9,835
Whiskey Total	2,554,625	12,445,106	3,313,272	21,746,593
United Kingdom	15,247	58,402	15,151	48,504
United States	_		451,201	7,038,484
British Honduras	160,133	961,507	169,233	932,169
China	4,538	15,017	3,144	12,236
British West Indies	281,099	1,538,217	516,266	2,767,074
Cuba	1,352	5,965	5,350	27,647
Honduras	1.,792	7,948	1,422	5,559
Bermuda	119,438	631,520	193,013	1,053,153
St. Pierre and Miquelon	1,805,139	8,441,741	1,876,257	9,382,274
Belgium	315	1,465	22,013	127,205
Panama	7,715	18,275	20,408	128,406
French Oceania	117,127	608,500	-	ma
Guatemala	16,530	66,115	5,763	32,690
France	3,768	12,773	400	2,400
Philippine Islands	4,227	20,427	2,205	11,127
Other Countries	16,205	57,234	31,446	177,665
Other Potable Spirits, n.o.p. Total	516	1,338	37,132	71,269
United States	most.	Alex	2,140	33,026
St. Pierre and Miquelon		e- 1	33,955	34,786
Philippine Islands	37	200	121	650
French Oceania	451	1,026		
Other Countries	28	112	916	2,807
GRAND TOTAL	2,562,298	12,460,929	3,367,760	21,986,305

Table 12. - Exports of Alcoholic Beverages, the Produce of Foreign Countries, 1930 and 1931

	1931		193	0
Articles Exported by Countries	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
Whiskey Total	103	2,324	54,050	1,094,755
United Kingdom	103	2,324	4	83
United States	1669	-	53,996	1,093,672
Other Countries	-	_	50	1,000
Other Alcoholic Beverages Total	87	670	72,585	1,079,039
United Kingdom	12	73	19	102
United States	~	war in	72,264	1,075,398
Other Countries	75	597	302	3,539
GRAND TOTAL	190	2,994	126,635	2,173,794
I Se note on next page				

Note: - Exports of distilled liquors are reported in gallons. To convert these figures to proof gallons the foreign exports should be converted at 25 under proof and the Canadian exports at 20 under proof.

List of Distilleries Operating in Canada in 1931.

Quebec

Commercial Alcohols Limited, Distillers Corporation Limited, Eastern Distilleries, Limited,

Federal Distillery Limited
Meagher Bros. & Co. Limited,
Melchers Distilleries Limited
Montreal Products Company Limited,
National Distilleries Limited,

3196 Notre Dame St. East, Montreal. Ville LaSalle.
3142 Notre Dame St. East, Montreal (Bottling only).
6659 Park Avenue, Montreal.
1161 Britannia Street, Montreal.
Berthierville.
1410 Montmorency Street, Montreal.
501 St. Joseph Street, Lachine.

Ontario

Barclay, Jas. & Company Limited,
Canadian Industrial Alcohol Company Limited,
Dunrobin, Limited,
Gooderham & Worts, Limited,
Highland Scotch Distillers, Limited,
Lindsay Distilleries, Limited,
Pioneer Distillers Limited,
Sarnia Distillers Limited,
Seagram, Joseph E. & Sons, Limited,
Walker, Hiram & Sons, Limited,

Niagara Falls. (Bottling only)
Corbyville.
Grimsby. (Distilling Wine Spirits)
2 Trinity Street, Toronto.
Humberstone. (Bottling only)
Lindsay. (Bottling only)
Amherstburg. (Bottling only)
Sarnia, (Bottling only)
Waterloo.
Walkerville.

Manitoba

National Distilleries, Limited,

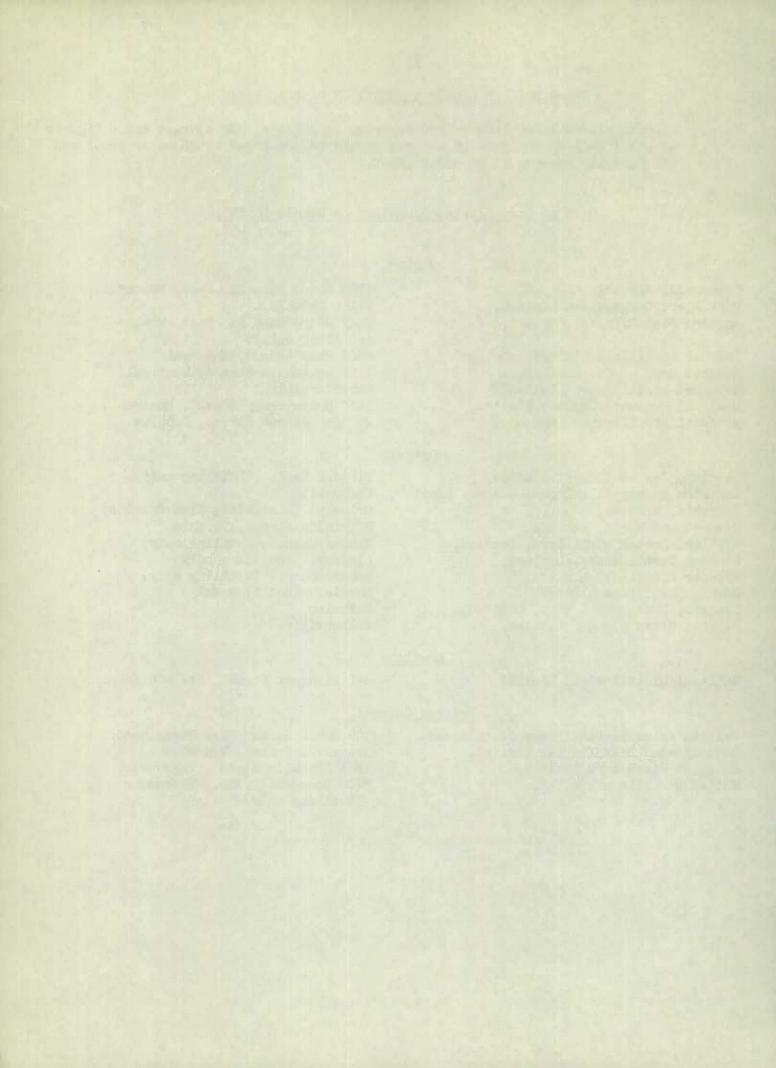
542 Plinquet Street, St. Boniface.

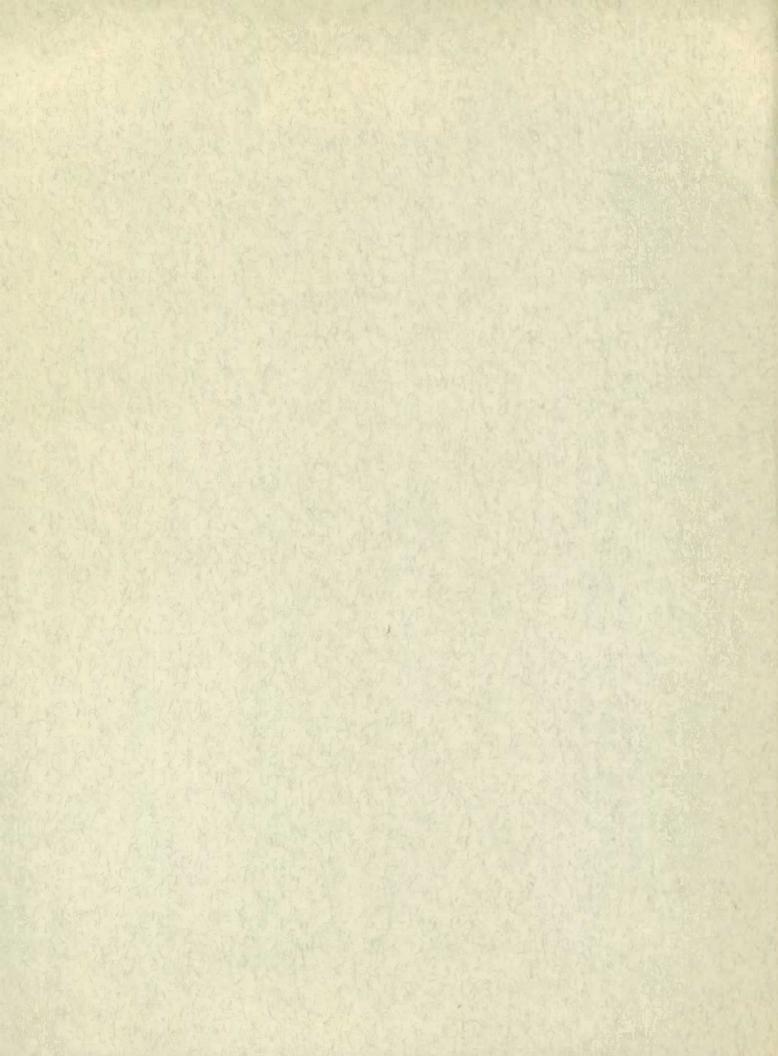
British Columbia

British Columbia Distillery Co. Limited, Consolidated Distilleries Limited, Scottish Distillers Limited, United Distillers Limited, 109 Braid Street, New Westminster. Granville Island, Vancouver. 1654 Franklin Street, Vancouver. 8900 Shaughnessy St., Vancouver. (Bottling only)

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