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

REPORT

ON THE

DISTILLED LIQUOR INDUSTRY

IN

CANADA

1934

STATISTICS STATISTIQUES
CANADA CANADA

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Minister of Trade and Commerce.

OTTAWA
1935

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

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.).
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THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

In 1934 there were seventeen establishments engaged in the production of distilled liquor, -- six in Quebec, nine in Ontario and two in British Columbia. Three of these did bottling only. These seventeen establishments in 1934 reported a capital investment of \$47,980,630, a payroll of 1,643 persons who received \$1,812,945 in salaries and wages, and had a net value of production of \$12,230,113.

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 since 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 2,912,522 proof gallons with an inventory value of \$1,106,677, while whiskies and other potable spirits bottled or shipped in bulk totalled 3,413,948 proof gallons valued at \$12,506,201. Other important products were: denatured alcohol 2,282,924 proof gallons valued at \$915,731 and non-potable alcohol 1,518,928 proof gallons valued at \$625,965. In order to avoid duplication, however, the prime cost of spirits produced in previous years and bottled or shipped in bulk during 1934 must be deducted from the value of production in order to arrive at the value of new products made by the industry in 1934. Detailed statistics of production are given in table 2.

Imports of distilled liquors in 1934 totalled 748,847 proof gallons with a value of \$13,755,512. This is an increase of 71,980 proof gallons over 1933. Exports were valued at \$19,858,594, an increase of \$10,800,343 as compared with 1933. Distilled liquors re-exported in 1934 were valued at \$22,047.

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

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

Table 1. - Principal Statistics, by Provinces, 1929 to 1934.

Year and Provinces	Estab- lish- ments	Capital Invested	Em- ployees	Salaries and Wages	Cost of Materials Used	Value of Products
	No.	\$	No.	\$	\$	\$
<u>1 9 2 9</u>						
CANADA	20	60,211,220	2,219	3,132,497	12,928,920	43,752,420
Ontario	8	33,970,531	1,080	1,748,158	6,617,718	21,422,749
Quebec	7	18,579,738	895	1,076,020	4,919,884	20,312,104
Other Provinces	5	7,660,951	244	308,319	1,391,318	2,017,567
<u>1 9 3 0</u>						
CANADA	15	61,533,825	1,965	2,435,934	6,616,520	24,925,861
Ontario	5	33,431,130	844	1,199,137	3,187,644	10,523,480
Quebec	6	19,956,998	867	935,954	2,843,332	13,419,753
Other Provinces	4	8,145,697	254	300,843	585,544	982,628
<u>1 9 3 1^x</u>						
CANADA	23	55,863,010	1,822	2,223,477	5,463,753	13,055,971
Ontario	10	30,772,888	740	1,039,567	1,549,796	4,546,457
Quebec	8	17,336,051	823	864,329	2,918,767	8,409,395
Other Provinces	5	7,754,071	259	319,581	995,190	2,100,119
<u>1 9 3 2^x</u>						
CANADA	21	51,942,784	1,450	1,757,244	3,321,569	11,349,269
Ontario	10	29,048,925	618	822,092	1,089,033	4,170,856
Quebec	8	15,556,053	586	656,351	1,348,394	5,021,633
Other Provinces	3	7,337,806	246	278,801	884,142	2,156,780
<u>1 9 3 3^x</u>						
CANADA	17	53,316,234	1,394	1,615,833	3,655,641	10,463,099
Ontario	9	31,026,815	672	802,922	1,547,846	5,182,516
Quebec and British Columbia	8	22,289,469	722	812,911	2,107,795	5,280,583
<u>1 9 3 4^x</u>						
CANADA	17	47,980,630	1,643	1,812,945	3,185,958	12,230,113
Ontario	9	27,361,813	840	962,138	1,700,136	7,211,569
Quebec and British Columbia	8	20,618,817	803	850,807	1,485,822	5,018,544

x Includes bottling establishments which were previously excluded.

Size of Establishments

A series of tables is presented showing in a threefold way the size of establishments in the distilled liquor industry, measured by (a) capital investment, (b) value

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

of production and (c) employment. The tables, compared for a number of years, indicate the movement of capital, production and employment within the industry.

In 1934 the establishments reporting numbered seventeen with a total capital investment of \$47,980,630, a total value of production of \$12,230,113 and a total employment of 1,643 persons. Of the total number of establishments, three had a combined capital investment of \$28,127,953 or over 58 per cent of the total invested in the industry and an average investment per establishment of \$9,375,984. In value of production five establishments had a combined output of \$9,283,245 or over 75 per cent of the total for the industry and an average output per establishment of \$1,856,649. Of the total number of employees, five establishments had a combined payroll of 1,289 persons or over 78 per cent of the total and an average employment per establishment of 258.

(a) Capital Investment, 1933 and 1934.

Establishments having a Capital Investment of: -	1 9 3 3			1 9 3 4		
	Estab- lish- ments Report- ing	Total Capital	Average Capital per Estab- lishment	Estab- lish- ments Report- ing	Total Capital	Average Capital per Estab- lishment
	No.	\$	\$	No.	\$	\$
Under \$1,000,000	8	2,450,315	306,289	8	2,325,637	290,705
\$1,000,000 to under \$5,000,000	5	13,142,578	2,628,516	6	17,527,040	2,921,173
\$5,000,000 and over .	4	37,723,391	9,430,848	3	28,127,953	9,375,984
TOTAL AND AVERAGE	17	53,316,284	3,136,252	17	47,980,630	2,822,390

(b) Production, 1933 and 1934.

Establishments having a Value of Production of: -	1 9 3 3			1 9 3 4		
	Estab- lish- ments Report- ing	Total Production	Average Production per Estab- lishment	Estab- lish- ments Report- ing	Total Production	Average Production per Estab- lishment
	No.	\$	\$	No.	\$	\$
Under \$50,000	3	103,777	34,592.	3	58,467	19,489
\$50,000 to under \$200,000	2	222,871	111,436	2	229,063	114,532
\$200,000 to under \$500,000	6)	2,217,876	316,839	6)	2,659,338	379,905
\$500,000 to under \$1,000,000	1)			1)		
\$1,000,000 and over .	5	7,918,575	1,583,715	5	9,283,245	1,856,649
TOTAL AND AVERAGE	17	10,463,099	615,476	17	12,230,113	719,418

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

(c) Employment, 1933 and 1934.

Establishments having an Employ- ment of: -	1 9 3 3			1 9 3 4		
	Estab- lish- ments Report- ing	Total Employees	Average Employees per Estab- lishment	Estab- lish- ments Report- ing	Total Employees	Average Employees per Estab- lishment
	No.	No.	No.	No.	No.	No.
Under 20 employees .	5	60	12	5	61	12
20 to under 50 employees	5	139	28	4	99	25
50 to under 100 employees	3	215	72	3	194	65
100 to under 200 employees	2	238	119	3	431	144
200 employees and over	2	742	371	2	858	429
TOTAL AND AVERAGE	17	1,394	82	17	1,643	97

Table 2. - Production for Canada, 1933 and 1934.

Production	Unit of Measure	1 9 3 3		1 9 3 4	
		Quantity	Value	Quantity	Value
			\$		\$
(a) Whiskies and other potable spirits, produced during the year, but put in bond for maturing	Pf.Gal.	4,005,458	1,365,893 ^x	2,912,522	1,106,677 ^x
(b) Non-potable alcohol	" "	1,429,602	599,698	1,518,928	625,965
Denatured alcohol	" "	2,141,537	956,605	2,282,924	915,731
Wine spirits, distilled for wineries	" "	52,231	70,387	1/ 2,167 2,383	
Fusel oil	Gallons	5,895	4,615		
Distillers' grains	-	-	61,157	-	38,469
All other products	-	-	37,137	-	110,848
(c) Whiskies and other potable spirits, produced in previous years, but bottled or shipped in bulk during current year	Pf.Gal.	3,060,956	10,398,836	3,413,948	12,506,201
TOTAL VALUE OF PRODUCTION	-	-	13,494,328	-	15,306,274
(d) Prime cost of spirits reported above under section (c)	-	-	3,031,229	-	3,076,161
NET VALUE OF PRODUCTION	-	-	10,463,099	-	12,230,113

^xThese values are "inventory values". All other values are "selling values at the distillery".

1/ Included under "all other products" as there is only one firm reporting.

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

Table 3. - Materials Used, Canada, 1933 and 1934.

Materials	Unit of Measure	1 9 3 3		1 9 3 4	
		Quantity	Value \$	Quantity	Value \$
Corn	Lb.	35,619,060	364,176	24,095,480	321,764
Rye	"	11,110,856	128,428	6,342,552	80,938
Other grains	"	93,535	1,139	208,868	2,538
Malt, Canadian	"	8,775,193	178,522	5,927,531	139,994
Molasses	"	81,036,734	448,329	53,449,949	293,267
Water purchased	Gal.	134,219,000	18,168	116,794,000	16,999
Denaturants (wood alcohol ..	"	90,625	72,947	98,666	74,337
Denaturants (other	"	-	77,749	-	76,037
Cooperage used for maturing	-	-	301,025	-	146,821
Cooperage used for shipping	-	-	14,640	-	16,732
Bottles	-	-	937,511	-	909,708
Cases, wooden	-	-	156,250	-	83,698
Cases, fibre	-	-	42,855	-	65,460
Other packaging material (labels, corks, etc.) ...	-	-	872,943	-	846,112
All other materials	-	-	40,959	-	111,553
TOTAL COST OF MATERIALS	-	-	3,655,641	-	3,185,958

Table 4. - Capital Employed, 1927 to 1934.

Year	Fixed Capital	Working Capital			Total Capital
	Land, buildings, fixtures, machinery, tools, etc.	Materials on hand, Stocks in process, Fuel and Miscellaneous supplies, etc.	Inventory value of finished products on hand	Cash, bills and accounts receivable, Prepaid expenses, etc.	
	\$	\$	\$	\$	\$
1927	12,774,461	19,403,307		5,351,186	37,528,954
1928	17,343,418	25,251,860		8,691,825	51,287,103
1929	19,160,235	32,774,608		8,276,377	60,211,220
1930	17,750,711	34,925,438		8,857,676	61,533,825
1931	17,144,322	9,079,280	24,292,371	5,347,037	55,863,010
1932	15,648,875	15,994,788	16,190,182	4,108,939	51,942,784
1933	14,690,714	17,541,311	14,239,290	6,844,969	53,316,284
1934	13,333,790	12,039,194	16,338,600	6,268,986	47,980,630

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

Table 4. - Capital Employed by Provinces, 1933 and 1934. - (Concl'd.)

Year and Provinces	Fixed Capital	Working Capital				Total Capital
	Land, buildings, fixtures, machinery, tools, etc.	Materials on hand, Stocks in process, Fuel and Miscellaneous supplies, etc.	Inventory value of finished products on hand	Cash, bills and accounts receivable, Prepaid expenses, etc.		
	\$	\$	\$	\$		\$
<u>1933</u>						
CANADA	14,690,714	17,541,311	14,239,290	6,844,969		53,316,284
Ontario	8,186,941	8,723,814	9,927,237	4,188,823		31,026,815
Quebec and British Columbia	6,503,773	8,817,497	4,312,053	2,656,146		22,289,469
<u>1934</u>						
CANADA	13,333,790	12,039,194	16,338,660	6,268,986		47,980,630
Ontario	7,154,451	3,551,887	12,551,426	4,104,049		27,361,813
Quebec and British Columbia	6,179,339	8,487,307	3,787,234	2,164,937		20,618,817

Table 5. - Employees, Salaries and Wages, 1933 and 1934.

Provinces	Employees on Salaries			Employees on Wages			Total Employees on Salaries and Wages		
	Total		Salaries	Total		Wages	Salaries		and Wages
	Male	Female		Male	Female		Male	Female	
	No.	No.	\$	No.	No.	\$	No.	No.	\$
<u>1933</u>									
CANADA	262	48	742,455	730	354	873,378	992	402	1,615,833
Ontario	124	31	334,259	350	167	468,663	474	198	802,922
Quebec and British Columbia	138	17	408,196	380	187	404,715	518	204	812,911
<u>1934</u>									
CANADA	254	68	810,988	860	461	1,001,957	1,114	529	1,812,945
Ontario	140	46	385,756	445	209	576,382	585	255	962,138
Quebec and British Columbia	114	22	425,232	415	252	425,575	529	274	850,807

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

Table 6. - Wage-earners by Months and Sex, 1933 and 1934.

Months	1 9 3 3		1 9 3 4	
	Male	Female	Male	Female
	No.	No.	No.	No.
January	772	397	1,155	659
February	667	383	1,018	617
March	648	250	830	464
April	571	225	778	408
May	607	206	740	404
June	573	213	772	396
July	595	342	798	439
August	585	226	744	404
September	796	349	878	464
October	867	517	906	496
November	1,050	585	847	324
December	1,035	549	819	442
AVERAGE NUMBER EMPLOYED DURING THE YEAR	730	354	860	461

Table 7. - Number of Wage-earners in Month of Highest Employment whose Regular Hours of Work, per Week, in 1934 were: -

Hours worked per week	CANADA	Ontario	Quebec and British Columbia
	No.	No.	No.
40 hours or less	605	579	26
41-43 hours	49	48	1
44 hours	324	213	111
45-47 hours	353	64	289
48 hours	93	8	85
49-50 hours	7	5	2
51-53 hours	13	10	3
54 hours	10	6	4
55 hours	378	6	372
56-59 hours	55	30	25
60 hours	37	23	14
Over 60 hours	121	77	44

The above table does not include overtime.

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

Table 8. - Power Equipment, 1933 and 1934.

Classes of Power	1 9 3 3		1 9 3 4	
	Number of Units	Horse-power Capacity	Number of Units	Horse-power Capacity
Steam engines and turbines	55	4,944	55	4,944
Gasoline, gas and oil engines ..	3	232	3	232
Total Primary Power	58	5,176	58	5,176
Electric motors operated by purchased power	750	4,311	740	4,241
TOTAL POWER USED IN MANUFACTURING	808	9,487	798	9,417
Electric motors operated by power generated in the establishment	17	162	17	161
Total Electric Motor Installation	767	4,473	757	4,402
Boilers installed	50	12,417	47	11,997

Table 9. - Fuel Consumption, 1933 and 1934.

Kinds of Fuel	Unit of Measure	1 9 3 3		1 9 3 4	
		Quantity	Cost Value \$	Quantity	Cost Value \$
Bituminous coal	Ton	39,282	182,660	36,801	193,364
Fuel oil	Gallons	1,854,178	89,534	1,439,148	65,059
Other fuel	-	-	18,408	-	15,249
TOTAL COST OF FUEL USED	-	-	290,602	-	273,672
Electricity purchased (including service charges)	Kw. H.	2,774,500	42,147	2,772,159	40,204
TOTAL COST OF FUEL AND ELECTRICITY.	-	-	332,749	-	313,876

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

Table 10. - Imports of Distilled Liquors for the Calendar Years 1933 and 1934.

Articles Imported by Countries	Unit of Measure	1933		1934	
		Quantity	Value \$	Quantity	Value \$
Brandy, all kinds Total	Pf. Gal.	61,104	497,698	73,960	647,500
United Kingdom	" "	970	17,640	92	1,533
Australia	" "	5,591	48,521	8,726	72,450
British South Africa ...	" "	1,028	3,784	9,866	24,783
France	" "	52,871	424,291	54,156	540,868
Other Countries	" "	644	3,462	1,120	7,866
Gin, all kinds Total	Pf. Gal.	85,526	1,359,149	53,086	979,569
United Kingdom	" "	60,140	1,182,452	47,480	934,308
Netherlands	" "	23,816	166,836	4,481	34,816
Belgium	" "	1,497	9,566	1,073	10,171
Other Countries	" "	73	295	52	274
Rum Total	Pf. Gal.	101,087	1,551,072	112,769	1,732,404
United Kingdom	" "	74,384	1,417,709	84,267	1,595,745
British Guiana	" "	10,579	54,117	10,787	52,465
British West Indies	" "	14,782	66,837	15,319	60,288
France	" "	709	5,629	1,405	12,910
Cuba	" "	592	6,438	988	10,980
Other Countries	" "	41	342	3	16
Whiskey Total	Pf. Gal.	417,704	8,852,025	497,762	10,297,306
United Kingdom	" "	417,424	8,847,775	496,591	10,280,126
Germany	" "	86	1,162	1,146	16,956
Other Countries	" "	194	3,088	25	224
Cordials and liqueurs of all kinds, n.o.p. Total	Pf. Gal.	11,391	91,202	11,270	98,733
United Kingdom	" "	1,400	23,638	1,227	19,857
British West Indies	" "	268	2,562	330	2,934
Norway	" "	62	662	153	1,984
France	" "	8,261	57,315	7,093	65,712
Spain	" "	179	1,537	141	1,241
China	" "	133	222	701	1,403
Hong Kong	" "	543	1,135	1,001	2,400
Netherlands	" "	119	1,167	183	1,761
Sweden	" "	103	736	165	1,284
Other Countries	" "	323	2,428	270	2,153
Absinthe and all spirituous or alcoholic liquors, n.o.p. Total	Pf. Gal.	55	113		
China	" "	53	104		
Germany	" "	2	9		
TOTAL IMPORTS OF DISTILLED LIQUORS	" "	676,867	12,351,259	748,847	13,755,512

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

Table 11. - Exports of Distilled Liquors, the Produce of Canada, 1933 and 1934.

Articles Exported by Countries	Unit of Measure	1 9 3 3		1 9 3 4	
		Quantity	Value	Quantity	Value
			\$		\$
GinTotal	Pf. Gal.	1,747	2,499	3,645	6,580
British East Indies	" "	79	280	76	270
China	" "	1,440	1,598	2,716	3,752
Hong Kong	" "	-	-	374	1,100
British West Indies	" "	145	374	213	500
Other Countries ...	" "	83	247	266	958
Whiskey Total	Pf. Gal.	1,624,075	9,038,215	3,074,757	19,840,325
United Kingdom	" "	16,479	63,408	12,804	62,900
British Guiana	" "	13,895	53,532	7	35
British Honduras ..	" "	25,459	96,545	-	-
United States	" "	438,349	3,204,101	3,011,445	19,523,239
China	" "	3,425	14,733	2,169	11,336
British West Indies	" "	113,368	580,229	15,060	89,392
Cuba	" "	271	1,416	3,857	18,437
Honduras	" "	78	513	258	1,151
Bermuda	" "	9,548	54,829	4,472	21,131
St. Pierre and Miquelon	" "	872,849	4,529,319	99	797
Belgium	" "	512	2,229	133	565
Panama	" "	866	4,163	2,063	9,617
French Oceania	" "	101,413	318,654	16	75
Guatemala	" "	5,533	20,060	88	418
France	" "	1,700	7,675	1,125	4,442
Philippine Islands.	" "	3,185	17,682	3,200	18,425
Finland	" "	4,842	14,269	-	-
Japan	" "	952	4,019	1,024	4,835
Argentina	" "	2,050	9,130	2,989	11,150
Other Countries ...	" "	12,063	50,839	13,948	62,380
Other potable spirits, n.o.p.Total	Pf. Gal.	3,866	17,537	1,023	11,689
United Kingdom	" "	1	8	-	-
United States	" "	3,864	17,512	1,020	11,668
Other Countries ...	" "	1	17	3	21
GRAND TOTAL ..	" "	1,629,688	9,058,251	3,079,425	19,858,594

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

Table 12. - Exports of Alcoholic Beverages, the Produce of Foreign Countries, 1933 and 1934.

Articles Exported by Countries	Unit of Measure	1 9 3 3		1 9 3 4	
		Quantity	Value	Quantity	Value
			\$		\$
Whiskey Total	Pf. Gal.	9	180	498	5,430
United Kingdom	" "	5	77	4	71
United States	" "	4	103	494	5,359
Other alcoholic beverages Total	Pf. Gal.	-	14,493	-	16,617
United Kingdom	" "	-	2,521	-	43
United States	" "	-	599	-	16,481
France	" "	-	1,431	-	86
Mexico	" "	-	7,750	-	-
Netherlands	" "	-	2,153	-	-
Other Countries	" "	-	39	-	7
GRAND TOTAL	" "	-	14,673	-	22,047

List of Distilleries Operating in Canada in 1934.

QUEBEC

Commercial Alcohols Limited,	3196 Notre Dame Street East, Montreal.
Distillers Corporation Limited,	Ville La Salle.
✓ Eastern Distilleries Limited,	3196 Notre Dame Street East, Montreal.
Meagher Brothers & Company Limited,	1161 Britannia Street, Montreal.
Melchers Distilleries Limited,	Berthierville.
Montreal Products Company Limited,	1410 Montmorency Street, Montreal.

ONTARIO

Barclay, Jas., & Company Limited,	Niagara Falls.
Canadian Industrial Alcohol Company Ltd.,	Corbyville.
Dunrobin Limited,	Grimsby.
Gilbey, W. & A., Limited,	New Toronto.
Gooderham & Worts Limited,	2 Trinity Street, Toronto.
✓ Highland Scotch Distilleries Limited,	Humberstone.
✓ Pioneer Distillers Limited,	Amherstburg.
Seagram, Joseph E., & Sons Limited,	Waterloo.
Walker, Hiram, & Sons Limited,	Walkerville.

NOTE: / These distilleries produced no new liquors in 1934, but bottled and sold products made in previous years.

THE DISTILLED LIQUOR INDUSTRY IN CANADA, 1934.

BRITISH COLUMBIA

British Columbia Distillery Company Limited, 109 Braid Street, New Westminster.
United Distillers Limited, 8900 Shaughnessy Street, Vancouver.

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