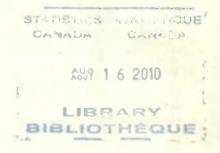
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DOMINION BUREAU OF STATISTICS - DEPARTMENT OF TRADE AND COMMERCE CANADA

File

## THE DISTILLED LIQUOR INDUSTRY 1949



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### NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada - mining, forestry and fishing; (b) manufacturing; (c) construction, and (d) merchandising and services.

For the purpose of annual compilation and publication, the manufacturing industries have been classified into major groups, prefaced by two reports of a general nature, as follows:

- I Summary Report on Manufacturing Industries
- II Manufacturing Industries by Geographical Distribution
- III Foods and Beverages
- IV Tobacco and Tobacco Products
- V Rubber Products
- VI Leather Products
- VII Miscellaneous Manufactures
- VIII Textiles
  IX Wood and Paper
  X Printing Trades Wood and Paper Products
- XI Operations in the Woods
- XII Iron and Steel Manufactures
- XIII Transportation Equipment
- XIV Non-ferrous Metals Manufactures
- XV Electrical Apparatus XVI Non-metallic Mineral Products
- XVII Coke and Gas Petroleum Refining
- XVIII Chemicals and Allied Products

The present report belongs in Group III. It is punched to permit of filing in a ring binder along with others of the group. The reports in this group are:

- A General Review
- B The Slaughtering and Meat Packing, and Sausage and Sausage Casings Industries
- C The Dairy Factory Industry
- D The Fish Processing Industry
- E The Fruit and Vegetable Preparations Industry
- F The Flour and Feed Milling Industry
- G The Breakfast Foods Industry
- H The Prepared Stock and Poultry Feeds Industry
- I The Biscuit Industry
  J The Bread and Other Bakery Products Industry
- K The Aerated Waters Industry
- L The Distilled Liquor Industry
- M The Brewing Industry
- N The Wine Industry
- O The Confectionery, Cocoa, Chocolate and Chewing Gum Industries
- P The Sugar Refining Industry
- Q The Malt and Malt Products Industry
- R The Macaroni and Kindred Products Industry
- S The Miscellaneous Foods Industry
- T The Canned Foods Summary

# THE DISTILLED LIQUOR INDUSTRY

### 1949

The Distilled Liquor Industry performs two distinct industrial operations, viz. (a) distillation of spirits which are placed in bond for maturing and which are, therefore, not sold during the current year, as well as the distillation of non-potable alcohol which may be sold during the year in which it is produced, and (b) bottling and blending of matured liquors which have been produced in previous years. It is extremely difficult to measure, free of duplication, the value of production, i.e. the new wealth created by the industry each year, as neither of the above sections of the industry when taken individually reflects the true value of production. To arrive at the value of production it has been decided to collect statistics of both the products made as well as the products sold, with an adjustment being made for the sale of products made in previous years, i.e. liquors taken from bond and which were reported in the year of production at inventory values. From the total sales figures, therefore, a deduction is made of the prime cost of all products sold, leaving a net value of sales. To this net value of sales is then added the inventory value of all goods produced, the result is what may be termed a "value of output" for the year. This "value of output" corresponds with the gross value of production in other industries.

In 1949 there were twenty establishments engaged in the production of distilled liquor, eight in Quebec, nine in Ontario, one in Alberta and two in British Columbia. These twenty establishments reported a payroll of 4,033 persons who received \$9,890,966 in salaries and wages, and had a value of production of \$76,876,695.

Whiskies and other spirits produced during the year 1949, and placed in bond for maturing, totalled 14,251,996 proof gallons with an inventory value of \$10,093,823. Other important products manufactured included 7,535,098 proof gallons of industrial alcohol valued at \$3,204,191.

Net sales of potable spirits, i.e. sales outside the industry (to Liquor Boards, export sales, etc.) amounted to 8,841,888 proof gallons valued at \$60,761,289. Sales of industrial alcohol included 5,478,162 proof gallons of denatured alcohol with a selling value at the factory of \$3,600,029 and 2,478,455 proof gallons of alcohol, not denatured, valued at \$1,321,905. Sales of denatured alcohol totalled 3,538,803 **Standard** gallons of which 1,460,547 gallons were for anti-freeze, 1,460,072 gallons for solvents and cleaning fluids, and the balance of 618,184 gallons were for rubbing alcohol, perfume manufacture, etc.

Corn to the extent of 84,848 tons and valued at \$5,048,815 was the most important grain used. Molasses used totalled 34,403 tons valued at \$1,480,563, while malt used totalled 13,793 tons with a value of \$1,449,476. It should be noted that sulphite liquor derived from the Pulp and Paper Industry is an important new material in the production of industrial alcohol.

TABLE 1. Principal Statistics, 1931-1949

Year and Provinces	Establish- ments	Capital invested 1	Employees	Salaries and wages	Cost of materials used	Value of production
	No.	\$	No.	\$	\$	\$
1931	23	55, 863, 010	1,822	2, 223, 477	5,463,753	13, 055, 971
1933	17	53, 316, 284	1,394	1, 615, 833	3, 655, 641	10, 463, 099
1939	14	32, 149, 837	1,801	2,403,666	5, 786, 624	18,801,003
1940	15	34, 725, 336	1,889	2, 695, 483	7, 520, 472	18, 640, 545
1941	15	36,905,806	2,094	3,019,771	8, 490, 536	22, 952, 439
1942	16	42, 172, 467	2, 612	3, 870, 247	11, 805, 770	32, 128, 490
1943	16	46, 505, 176	2,742	4, 331, 961	15, 038, 821	34, 146, 090
1944	17	-	3, 180	5, 377, 040	20, 533, 253	46, 719, 558
1945	18	_	3,839	6, 547, 838	23, 957, 216	60, 203, 72
1946	18	_	4,075	7, 122, 533	21, 437, 733	67, 119, 358
1947	18	_	4,088	7, 874, 156	28, 557, 924	68, 378, 349
1948						
Canada	18	_	4, 213	9, 416, 330	34, 418, 708	81, 445, 047
Ontario	9	-	1,907	4, 246, 990	17, 592, 239	46, 441, 965
Quebec British Columbia	7 2	-	2,306	5, 169, 340	16, 826, 469	35, 003, 082
1949						
Canada	20	-	4, 033	9, 890, 966	28, 004, 756	76, 876, 695
Ontario	9	_	1,742	4, 462, 372	14, 353, 399	42,933,500
Quebec	8	_	1,661	4,014,297	10,600,968	27, 453, 98
British Columbia and Alberta	3	_	630	1, 414, 297	3, 050, 389	6, 489, 208

TABLE 1a. Principal Statistics Grouped According to the Size of Establishments

Establishments having a production of:	Establish- ments	Capital invested 1	Employees	Salaries and wages	Cost of materials used	Value of production
	No.	\$	No.	\$	\$	\$
1948						
\$100,000- \$500,000	_	_			-	
\$500,000 - \$1,000,000	5	_	195	508, 240	1, 834, 107	3,814,008
1,000,000 and over	13	-	4,018	8,908,090	32, 584, 601	77, 631, 039
Total	18	-	4,213	9, 416, 330	34, 418, 708	81, 445, 047
1949						
\$100,000 - \$500,000	5	-	143	414, 253	884,073	1, 891, 159
\$500,000 - \$1,000,000	4	hallow	211	513, 730	1, 114, 604	3, 105, 675
1,000,000 and over	11	_	3, 679	8,962,983	26,006,079	71, 879, 861
Total	20	_	4, 033	9, 890, 966	28, 004, 756	76, 876, 695

<sup>1.</sup> This information not collected since 1948.

Note. Profits or losses cannot be estimated from Corsus figures as no data are collected for certain expense items such as interest, rent, depreciation, taxes, insurance, advertising, etc.

As the industry performs two distinct industrial operations, viz. (a) distillation of spirits which are placed in bond for maturing and which are, therefore, not sold during the current year, as well as the distillation of non-potable alcohol which may be sold during the year in which it is produced; and (b) bottling and blending of matured liquors which have been produced in previous years; it becomes extremely difficult to measure, free of duplication, the value of production, i.e. the new wealth created by the industry each year. Neither of the above sections of the industry when taken individually reflects the true value of production. To arrive at the value of production it has been decided to collect statistics of both the products made as well as the

products sold, with an adjustment being made for the sale of products made in previous years, i.e. liquors taken from bond and which were reported in the year of production at inventory values. From the total sales figures, therefore, a deduction is made of the prime cost of all products sold, leaving a net value of sales. To this net value of sales is then added the inventory value of all goods produced, the result is what may be termed a "value of output" for the year. This "value of output" corresponds with the gross value of production in other industries.

The table immediately following represents the compilation on this basis.

TABLE 2. Production and Sales

	Unit	194	8	194	9
	measure	Quantity	Value	Quantity	Value
			\$		\$
PRODUCTION					
A) New spirits, produced during the year:					
Whiskey:					
Scotch typeRye type	pf. gal.	395,504 7,683,440	369,019	402,719	269, 233
Other types	pf. gal.	4, 165, 514	7,039,788 3,844,868	7.425,756	4, 999, 806
Other beverage spirits	pf. gal.	679,416	873,073	820,951	867, 112
Industrial alcohol - produced as such	pf. gal.	4, 288, 098 9, 079, 772	4, 092, 494 6, 276, 899	1,619,750 7,535,098	1,210,737 3,204,1914
Total new spirits produced during the year, with inventory value	pf. gal.	26, 291, 744	22, 496, 141	/21, 787, 094	13, 298, 014
SALES			,		
3) Beverage spirits, sold during the year either bottled or in bulk (see also Table 3): Whiskey:					
Scotch type	pf. gal.	669,466	4,270,912	453,623	3,094,036
Other types	pf. gal. pf. gal.	9,835,623 126,757	49, 103, 593	12, 179, 135	57, 129, 415
Gln	pf. gal.	874, 131	3,980,244	123,446 958,327	535, 769 4, 466, 777
Brandy	pf. gai,	159, 256	1,609,935	56, 266	425,047
Liqueurs, cordials, cocktails, etc.	pf. gal. pf. gal.	176,747 80,745	1, 298, 228	325,320 63,316	1,806,112 664,600
Other beverage spirits	pf. gal.	2, 011, 263	1,986,572	1, 212, 193	1,033,403
Total beverage spirits sold during the year	pf. gal.	13, 933, 988	63, 283, 535	15, 371, 626	69, 155, 159
!) Industrial alcohol sold during the year <sup>1</sup> (See also Table 4): - Denatured (by end products):					
(a) Anti-freeze	standard	2,580,135	-	1,460,547	1, 696, 826
(b) Solvents and cleaning fluids	gallon standard gallon	1, 192, 160	-	1,460,072	1,280,357
(c) Rubbing alcohol	standard gallon	126,917	-	124,866	124,228
(d) Perfume manufacturing	standard	161.812	-	194,158	197, 964
(e) All other (including that for hospitals, research, etc.)	standard gallon	686, 195	-	299, 160	320,654
Total denatured	standard gallon	4, 767, 219	5, 503, 556	3, 538, 803	3, 600, 029
Not denatured (i.e. potable spirits other than beverage spirits)	pf. gal.	2,755,642	1,802,982	2, 478, 455	1,321,905
) Other products and by-products sold during the year:		0.00			
Fusel oil	Imp. gal.	37,704	27,509	33,308	23,936
Distillers' grainsAll other products	ton	28, 705	1,161,869	26,533	1, 229, 929
Total seiling value of all products sold during the year					1,019,815
Town original Assets of any broadings one assets and Acad Street		-	71, 938, 606	-	76, 350, 773
Inus) Prime cost of products of own manufacture reported under			10 000 750		10 000 000
		-	12,989,700	-	12,772,092
Net value of sales		-	58, 948, 906	-	63, 578, 681
Total inventory value of products reported under section (A)		-	22, 496, 141	-	13, 298, 014
Value of output		-	81, 445, 047	-	76, 876, 695

<sup>1.</sup> These figures contain the resale of 886,253 proof gallons of industrial alcohol in 1948 and 889,066 proof gallons in 1949.

Table 2, immediately preceding, shows gross sales (or shipments) of beverage spirits, by Distillers, during the year. In the table following, these sales are broken down to show separately (a) sales outside the distilling industry, including sales to Liquor Boards, export sales, etc. and (b) sales within the

distilling industry, including intercompany transfers and sales to subsidiaries and other distillers. The break-down is of interest since sales outside the industry represent a real disposal of products. It should be noted that values are selling values at the distillery, excluding sales and excise taxes, etc.

TABLE 3. Beverage Spirits Sold or Transferred During the Year

_	Sales outs Distilling		Sales with Distilling I	
	Quantity	Selling value	Quantity	Selling value
	pf, gal.	\$	pf. gal.	\$
1948				
Whiskey:				
(a) Scotch type	458,682	3,706,650	210,784	564, 262
(b) Rye type	6,381.776	43,940,022	3,453,847	5, 163, 571
(c) Other types	124,866	258,090	1,891	5, 192
Brandy	34, 676	346, 221	124,580	1,263,714
Gin	733, 102	3,741,873	141.029	238, 371
Rum	176,747	1,298,228		_
Liqueurs, etc	80,745	770,769	-	note.
Other beverage spirits	268,639	338.545	1,742,624	1,648,027
Total	8, 259, 233	54, 400, 398	5, 674, 755	8, 883, 137
1949				
Whiskey:	ŀ			
(a) Scotch type	352, 258	2,748,754	101,365	345, 281
(b) Rye type	6,903,478	50,316,726	5, 275, 657	6,812,690
(c) Other types	123,190	535,312	256	45
Brandy	20,912	231,080	35,354	193,967
in	811,344	4, 206, 881	146,983	259,895
Rum	324,992	1,805,784	328	328
Liqueurs, etc	62,860	662, 426	456	2, 174
Other beverage spirits	242,854	254, 326	969,339	779, 078
Total	8,841,888	60, 761, 289	6, 529, 738	8, 393, 870

Table 4 shows, by raw material type, the number of **Proof Gallons** of industrial alcohol required to produce the products shown in section (C) of Table 2.

TABLE 4. Industrial Alcohol, by Raw Material Type

Destrobles	19	48	1949		
Derivation	Denatured	Not denatured	Denatured	Not denatured	
	pf. gal.	pf. gal.	pf. gal.	pf. gal.	
From grains	278,431	287, 686	472, 359	248,930	
From molasses	5,728,696	1,617,281	2,667,461	1, 219, 966	
From sulphite liquor, etc	1, 193, 604	850,675	2,338,342	1,009,559	
Total,	7, 200, 731	2, 755, 642	5, 478, 162	2, 478, 455	

TABLE 5. Materials Used

	Unit of	194	8	194	9
	measure	Quantity	Cost value	Quantity	Cost value
			\$		\$
(A)					
Materials used for distilling:					
Corn: Canadian	Pound	79,917,244	3,674,074	72, 797, 373	2, 114, 637
Imported	11	115,722,929	5, 217, 768	96, 898, 611	2,934,178
Rye Barley	41	28,789,907 24,584,427	1,334,361	35, 189, 179 940, 300	1,006,184 24,569
Wheat	44	4, 387, 794	135,915	2,623,344	96,788
Other grains Malt, Canadian	11	3,550,778 35,968,053	147,924	27,409,562	1,436,749
Malt, Imported	15	173, 320	15,802	177,128	12,727
Sugar Molasses	44	226, 925 134, 335, 670	17,929 3,648,109	286,365 68,805,652	23, 179 1, 480, 563
Water purchased	Gallon	664,700,000	95, 837	679, 303, 000	73, 349
Yeast	Pound	109,656 7,890	13,401 7,065	11,534	1,975
Denaturants:			1,000	6, 234	4,317
Wood alcoholOther	Gallon	330, 335	460, 432	201, 113	223,853
Cooperage used for maturing	_	_	121,770	_	79, 291 619, 988
Sulphite liquor, used in manufacturing			101 220		
All other materials (hydrol, glycol, fresh		-	121,770	-	286,007
fruits, fruit extracts, flavourings, etc.)	-	-	559, 249	-	982,342
(B)					
Materials used for bottling:					
Bottles, Canadian	_		2,437,087	-	2,784,281
Cases, wooden		_	1, 252, 606 212, 068	_	1,249,044 273,981
Cases and cartons, other than wooden		-	593,328	_	872, 295
Cooperage used for shipping Other packaging materials (cans,drums		-	10,514	_	188,095
labels, corks, etc.)	spendone	-	2,080,877	-	2, 104, 777
(C)					
Matured liquors purchased for bottling,					
blending, etc: Whiskey-Scotch type:	1				
Canadian	Prf. Gal.	185, 108	511.340	114.259	357, 251
Imported	4.2 6.2	122,498	685,853	84,627	389,699
Whiskey – Rye type: Canadian	74 74	3,934,848	3,752,126	3,900,058	4,461,333
Imported	71 41	278,558	644, 457	163,558	332,346
Whiskey - Other types: Canadian	14 11	34,847	39, 868	139,754	182,072
Imported	74 66	196, 273	608, 811	205,084	1,965,291
Brandy: Canadian	47 47	39,077	110,368	45,050	122, 208
Imported	7 4 4 4	63,216	227,792	20,790	77, 137
Gin: Canadian	4.4 4.6	126, 609	200,668	114, 981	207,553
Imported	11 11	12,580	26, 966	- 114,501	201, 553
Rum: Canadian	42 47	16,900	16,872	2,325	5, 394
Imported	44 00	63, 266	104, 932	87, 476	161,388
Liqueurs, cordials, wines, etc.: Canadian		7 716	55 705	0.000	
Imported	41 41	7, 715 12, 434	55,725 46,261	6,075	45,020 22,785
Other Beverage Spirits: Canadian	** **				
Imported	64 76	369,900 16,437	384,350	447,020 57,322	396,976 65,941
(D)					
Industrial Alcohol purchased:					
Canadian	44 44	886,253	387, 732	889,066	339, 193
Imported	0 ¢ 7 Ø	1,779,679	938, 994	-	-
Total Cost of Materials		-	34, 418, 708	~	28, 004, 756

TABLE 6. Imports and Exports of Distilled Liquors

	194	В	1949		
	Quantity pf. gallons	Value	Quantity pf. gallons	Value	
IMPORTS		\$		\$	
Brandy Gin of all kinds	246,582 53,495 691,395 1,333,109 53,222 1,489,423	1,292,804 316,351 3,197,796 8,093,306 633,871 651,959	224,072 64,411 717,006 1,562,074 50,757 327,492	1, 208, 616 377, 128 6, 542, 466 10, 792, 598 641, 034 76, 095	
Gin	41,046 3,716,527 247,038 14,968	26, 957, 422 351, 889 22, 777	29, 120 4, 149, 473 101, 007	117, 154 32, 703, 088 138, 686 334, 119	

TABLE 7. Employees, Salaries and Wages

	Emp	loyees on	salaries	Em	Employees on wages			Total employees on salaries and wages		
	Male	Female	Total salaries	Male	Female	Total wages	Male	Female	Salaries and water	
1948	No.	No.	\$	No.	No.	\$	No.	No.	\$	
Canada	722	266	3, 104, 738	2,139	1, 086	6,311,592	2,861	1,352	9,416,530	
OntarioQuebec and British Co-	330	132	1,400,057	990	455	2, 846, 933	1,320	587	4, 246, 990	
lumbia	392	134	1,704,681	1,149	631	3,464,659	1,541	765	5, 169, 340	
1949										
Canada	670	270	3, 280, 375	2,079	1,014	6,610,591	2,749	1,284	9, 890, 966	
OntarioQuebecAlberta and British Co-	265 317	133 107	1,536,357 1,427,709	941 820	403 417	2,926,015 2,586,588	1,206 1,137	536 524	4,462,372 4,014,297	
lumbia,	88	30	316, 309	318	194	1,097,988	406	224	1,414,297	

TABLE 8. Wage-earners by Months and Sex

		1948		1949		
Months	Male	Female	Total	Male	Female	Total
January. February. March. April May. June July August September October. November December Average Number Employed per Month.	No. 2, 185 2, 224 2, 116 2, 110 2, 115 2, 066 1, 993 2, 120 2, 102 2, 102 2, 138 2, 245 2, 230 2, 139	No. 1, 213 1, 174 965 997 923 902 964 965 935 1, 278 1, 4 22 1, 292	No. 3,398 3,398 3,081 3,107 3,038 2,968 2,957 3,085 3,085 3,667 3,522 3,225	No. 2, 152 2, 154 2, 129 2, 120 2, 123 2, 032 1, 903 1, 961 2, 019 2, 120 2, 191 2, 049 2, 079	No. 880 940 897 1,011 1,009 903 924 964 1,036 1,217 1,353 1,007	No. 3, 032 3, 094 3, 024 3, 13 2, 932 2, 82 2, 922 3, 055 3, 3 3, 54 3, 05 3, 05 3, 05

TABLE 9. Consumption of Fuel and Electricity

Kinds of Fuel	Unit of	1948		1949		
Ainds of Fifet	measure	Quantity	Cost value	Quantity	Cost value	
			\$		\$	
All fuel (coal, coke, gasoline, fuel oil, gas, wood, etc.)	******	_	1,908,595	Norm	1, 742, 757	
Electricity purchased (including service charges)	k.w.h.	15, 195, 988	145, 568	18,737,099	154, 528	
Total cost of fuel and electricity		600m	2, 054, 163	Affin	1, 897, 285	

### List of Distilleries Reporting in 1949

Name of Firm	Address
Quebec	
Canadian Schenley Limited 1	1161 Britannia Street, Montreal Berthierville
Ontario Ontari	
Calvert Distillers (Canada) Limited <sup>3</sup> Canadian Industrial Alcohol Co. Ltd. <sup>3</sup> W. & A. Gilbey, Limited <sup>1</sup> Gooderham & Worts Limited <sup>3</sup> L. J. McGuinness & Co. Limited <sup>1</sup> The Ontario Paper Co. Limited <sup>2</sup> Joseph E. Seagram & Sons, Limited <sup>1</sup> United Distillers, Limited <sup>4</sup> Hiram Walker & Sons, Limited <sup>1</sup>	Corbyville 120-18th Street, New Toronto 2 Trinity Street, Toronto Mimico Thorold Waterloo
Alberta	
Alberta Distillers Limited 1	14th St. and 34th Ave. S. E., Calgary
British Columbia	
The British Columbia Distillery Co, Ltd. <sup>3</sup>	105 Braid Street, New Westminster 8900 Shaughnessy Street, Vancouver

- These firms manufacture ''beverage'' alcohol only.
   These firms manufacture 'industrial' alcohol only.
   These firms manufacture both ''beverage' and 'industrial' alcohol.
   This firm bottles beverage alcohol only.

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