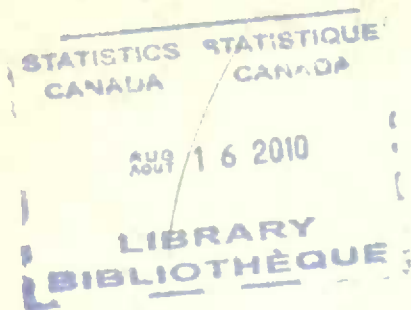


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DOMINION BUREAU OF STATISTICS — DEPARTMENT OF TRADE AND COMMERCE
CANADA



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THE DISTILLED LIQUOR INDUSTRY 1950

Published by Authority of the RT. HON. C. D. HOWE
Minister of Trade and Commerce

Prepared in the General Manufactures Section
Industry and Merchandising Division
Dominion Bureau of Statistics, Ottawa

205-58

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 Products
- X Printing Trades
- XI Operations in the Woods
- XII Iron and Steel Products
- XIII Transportation Equipment
- XIV Non-ferrous Metal Products
- 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, Foods and Beverages. 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, 50¢.
- B The Slaughtering and Meat Packing, and Sausage and Sausage Casings Industries, 25¢.
- C The Dairy Factory Industry, 50¢.
- D The Fish Curing and Packing Industry, 25¢.
- E The Fruit and Vegetable Preparations Industry, 35¢.
- F The Flour and Feed Milling Industry, 35¢.
- G The Breakfast Foods Industry, 25¢.
- H The Prepared Stock and Poultry Feeds Industry, 25¢.
- I The Biscuit Industry, 25¢.
- J The Bread and Other Bakery Products Industry, 25¢.
- K The Aerated Waters Industry, 25¢.
- L The Distilled Liquor Industry, 25¢.
- M The Brewing Industry, 25¢.
- N The Wine Industry, 25¢.
- O The Confectionery, Cocoa, Chocolate and Chewing Gum Industries, 25¢.
- P The Sugar Refining Industry, 25¢.
- Q The Macaroni and Kindred Products Industry, 25¢.
- R The Miscellaneous Foods Industry, 25¢.
- S The Canned Foods Summary, 25¢.

THE DISTILLED LIQUOR INDUSTRY

1950

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 1950 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 4,121 persons who received \$10,555,240 in salaries and wages, and had a value of production of \$88,413,413.

Whiskies and other spirits produced during the year 1950, and placed in bond for maturing, totalled 15,147,458 proof gallons with an inventory value of \$11,499,269. Other important products manufactured included 6,474,056 proof gallons of industrial alcohol valued at \$1,912,519.

Net sales of potable spirits, i.e. sales outside the industry (to Liquor Boards, export sales, etc.) amounted to 9,131,903 proof gallons valued at \$68,968,316. Sales of industrial alcohol included 5,501,979 proof gallons of denatured alcohol with a selling value at the factory of \$3,169,099 and 3,548,958 proof gallons of alcohol, not denatured, valued at \$1,462,980. Sales of denatured alcohol totalled 3,835,517 Standard gallons of which 1,046,790 gallons were for anti-freeze, 1,808,644 gallons for solvents and cleaning fluids, and the balance of 980,083 gallons were for rubbing alcohol, perfume manufacture, etc.

Corn to the extent of 92,455 tons and valued at \$5,930,889 was the most important grain used. Molasses used totalled 21,927 tons valued at \$521,113, while malt used totalled 13,841 tons with a value of \$1,661,899. 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, 1931-1950

Year and Provinces	Establishments	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	1,615,333	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	1,839	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	6,547,833	23,957,216	60,203,727
1946	18	—	4,075	7,122,533	21,437,733	67,119,358
1947	18	—	4,088	7,874,156	28,557,924	63,378,349
1948	18	—	4,213	9,416,330	34,418,708	81,445,047
1949						
Canada	20	—	4,033	9,890,966	28,004,756	76,876,695
Ontario	9	—	1,742	4,462,372	14,353,399	42,933,506
Quebec	8	—	1,661	4,014,297	10,600,968	27,453,981
British Columbia and Alberta ..	3	—	630	1,414,297	3,050,389	6,489,208
1950						
Canada	20	—	4,121	10,555,240	30,115,026	88,413,413
Ontario	9	—	1,674	4,285,819	15,605,728	46,377,878
Quebec	8	—	1,765	4,597,292	10,598,371	31,989,698
British Columbia and Alberta ..	3	—	682	1,672,129	3,910,927	10,045,837

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

Establishments having a production of	Establishments	Capital invested ¹	Employees	Salaries and wages	Cost of materials used	Value of production
	No.	\$	No.	\$	\$	\$
1950						
\$ 100,000 - \$ 500,000	4	—	97	298,438	417,080	991,468
\$ 500,000 - \$1,000,000	4	—	203	571,397	1,391,348	3,198,626
\$1,000,000 and over	12	—	3,821	9,685,405	28,306,598	84,223,319
Total	20	—	4,121	10,555,240	30,115,026	88,413,413
1949						
\$ 100,000 - \$ 500,000	5	—	143	414,253	884,073	1,891,159
\$ 500,000 - \$1,000,000	4	—	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

1. This information not collected since 1943.

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.

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

		1950		1949	
		Quantity	Value	Quantity	Value
			\$		\$
PRODUCTION					
(A) New spirits, produced during the year:					
Whiskey	pf. gal.	7,564,164	5,411,609	14,251,996	10,093,823
Neutral spirits-grain	pf. gal.	6,545,526	5,041,852		
Neutral spirits-molasses	pf. gal.	354,061	183,433		
Other beverage spirits	pf. gal.	683,707	862,375		
Industrial alcohol — produced as such	pf. gal.	6,474,056	1,912,519	7,535,098	3,204,191
Total new spirits produced during the year, with inventory value		pf. gal.	21,621,514	13,411,788	21,787,094
			13,411,788	21,787,094	13,298,014
SALES					
(B) Beverage spirits, sold during the year either bottled or in bulk (see also Table 3):					
Whiskey:					
Scotch type	pf. gal.	498,355	2,911,366	453,623	3,094,036
Rye type	pf. gal.	15,663,117	69,370,043	12,179,135	57,129,415
Other types	pf. gal.	36,663	336,016	123,446	535,769
Gin	pf. gal.	1,061,861	4,946,530	958,327	4,466,777
Brandy	pf. gal.	63,460	525,052	56,266	425,047
Rum	pf. gal.	229,561	1,697,323	325,320	1,806,112
Liqueurs, cordials, cocktails, etc.	pf. gal.	61,492	706,393	63,316	664,600
Other beverage spirits	pf. gal.	594,634	408,763	1,212,193	1,033,403
Total beverage spirits sold during the year		pf. gal.	18,209,143	80,901,986	15,371,626
			80,901,986	15,371,626	69,155,159
(C) Industrial alcohol sold during the year ¹ (See also Table 4):					
Denatured (by end products):					
(a) Anti-freeze	st. gal.	1,046,790	1,058,458	1,460,547	1,696,826
(b) Solvents and cleaning fluids	st. gal.	1,808,644	1,265,267	1,460,072	1,260,357
(c) Rubbing alcohol	st. gal.	132,163	113,017	124,866	124,228
(d) Perfume manufacturing	st. gal.	262,342	229,231	194,158	197,964
(e) All other (including that for hospitals, research, etc.)	st. gal.	585,578	503,126	299,160	320,654
Total denatured		st. gal.	3,835,517	3,169,099	3,538,803
			3,169,099	3,538,803	3,600,029
Not denatured (i.e. potable spirits other than beverage spirits)		pf. gal.	3,548,958	1,462,980	2,478,455
			1,462,980	2,478,455	1,321,905
(D) Other products and by-products sold during the year:					
Fusel oil	Imp. gal.	48,165	24,073	33,303	23,936
Distillers' grains	ton	28,491	1,173,855	26,533	1,229,929
All other products	—	—	1,273,418	—	1,019,815
Total selling value of all products sold during the year		—	38,005,411	—	76,350,773
			38,005,411	—	76,350,773
(Minus) Prime cost of products of own manufacture reported under sections (B) and (C)		—	13,003,786	—	12,772,092
Net value of sales		—	75,001,625	—	63,578,681
(Plus) Total inventory value of products reported under section (A)		—	13,411,788	—	13,298,014
Value of output		—	88,413,413	—	76,876,695

1. These figures contain the resale of 889,066 proof gallons of industrial alcohol in 1949 and 1,975,633 proof gallons in 1950.

2. 1949 figures not comparable due to change in method of collection

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 outside the Distilling Industry		Sales within the Distilling Industry	
	Quantity	Selling value	Quantity	Selling value
	pf. gal.	\$	pf. gal.	\$
1950				
Whiskey:				
(a) Scotch type	317,412	2,547,892	180,943	363,474
(b) Rye type	7,521,143	58,804,614	8,141,974	10,565,429
(c) Other types	32,888	292,176	3,775	43,840
Brandy	23,907	265,281	39,553	259,771
Gin	858,518	4,575,220	203,343	371,310
Rum	228,012	1,695,774	1,549	1,549
Liqueurs, etc.	61,063	704,562	429	2,331
Other beverage spirits	88,960	82,797	505,674	325,966
Total	9,131,903	68,958,316	9,077,240	11,933,670
1949				
Whiskey:				
(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	457
Brandy	20,912	231,080	35,354	193,967
Gin	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

	1950		1949	
	Denatured	Not denatured	Denatured	Not denatured
	pf. gal.	pf. gal.	pf. gal.	pf. gal.
From grains (including hydrol)	295,995	230,683	472,359	248,930
From molasses	1,382,914	1,218,246	2,667,461	1,219,966
From sulphite liquor	3,823,070	2,100,029	2,338,342	1,009,559
Total	5,501,979	3,548,958	5,478,162	2,478,455

TABLE 5. Materials Used

		1950		1949	
		Quantity	Cost value	Quantity	Cost value
			\$		\$
Materials used for distilling:					
Corn:					
Canadian	Pound	59,479,336	1,845,400	72,797,373	2,114,637
Imported	"	125,431,579	4,085,489	96,898,611	2,934,178
Rye	"	34,301,508	943,940	35,189,179	1,006,184
Barley	"	—	—	940,300	24,569
Wheat	"	1,432,750	37,461	2,623,344	96,788
Other grains	"	—	—	—	—
Malt, Canadian	"	27,682,325	1,661,899	27,409,562	1,436,749
Malt, Imported	"	—	—	177,128	12,727
Sugar	"	353,667	30,712	286,365	23,179
Molasses	"	43,854,839	521,113	68,805,652	1,480,563
Water purchased	Gallon	684,040,000	64,336	679,303,000	73,349
Denaturants:					
Wood alcohol	Gallon	238,159	188,977	201,113	223,853
Other	—	—	77,625	—	79,291
Cooperage used for maturing	—	—	842,438	—	619,988
Sulphite liquor, used in manufacturing alcohol	—	—	330,000	—	286,007
All other materials (hydrol, glycol, fresh fruits, fruit extracts, flavourings, hops, yeast, etc.)	—	—	1,251,933	—	988,634
Materials used for bottling:					
Bottles, Canadian	—	—	3,108,761	—	2,784,281
Imported	—	—	1,155,021	—	1,249,044
Cases, wooden	—	—	340,203	—	273,981
Cases and cartons, other than wooden	—	—	904,827	—	872,295
Cooperage used for shipping	—	—	35,527	—	188,095
Other packaging materials (cans, drums, labels, corks, etc.)	—	—	2,491,397	—	2,104,777
Matured liquors purchased for bottling, blending, etc.:					
Whiskey—Scotch type:					
Canadian	Pf. Gal.	113,455	329,900	114,259	357,251
Imported	" "	98,331	514,517	84,627	389,699
Whiskey—Rye type:					
Canadian	" "	4,024,458	5,674,723	3,900,058	4,461,333
Imported	" "	42,866	59,126	163,558	332,346
Whiskey—Other types:					
Canadian	" "	94,885	118,448	139,754	182,072
Imported	" "	309,013	1,697,502	205,084	1,965,291
Brandy:					
Canadian	" "	48,134	129,678	45,050	122,208
Imported	" "	38,891	137,905	20,790	77,137
Gin:					
Canadian	" "	148,233	258,583	114,981	207,553
Imported	" "	—	—	—	—
Rum:					
Canadian	" "	10,009	12,677	2,325	5,394
Imported	" "	117,674	250,138	87,476	161,388
Liqueurs, cordials, wines, etc.:					
Canadian	" "	11,038	81,411	6,075	45,020
Imported	" "	5,860	33,113	1,740	22,785
Other Beverage Spirits:					
Canadian	" "	440,044	345,880	447,020	396,976
Imported	" "	31,243	32,493	57,322	65,941
Industrial Alcohol purchased:					
Canadian	" "	1,975,633	521,873	889,066	339,193
Imported	" "	—	—	—	—
Total Cost of Materials		—	30,115,026	—	28,004,756

TABLE 6. Imports and Exports of Distilled Liquors

	1950		1949	
	Quantity	Value	Quantity	Value
	pf. gal.	\$	pf. gal.	\$
IMPORTS				
Brandy	235,923	1,214,709	224,072	1,208,616
Gin of all kinds	78,137	368,796	64,411	377,128
Rum	773,125	3,050,301	717,006	6,542,466
Whiskey	1,111,459	9,193,533	1,562,074	10,792,598
Cordials and liqueurs	58,548	697,205	50,757	641,034
Ethyl and Methyl Alcohol	628,810	141,854	327,492	76,095
EXPORTS				
Gin	33,188	141,634	29,120	117,154
Whiskey	4,728,489	41,681,540	4,149,473	32,703,088
Potable spirits, n.o.p.	603	5,831	101,007	138,686
Industrial alcohol:				
Non-potable spirits, n.o.p.	199,052	116,120	123,294	334,119

TABLE 7. Employees, Salaries and Wages

	Employees on salaries			Employees on wages			Total employees on salaries and wages		
	Male	Female	Total salaries	Male	Female	Total Wages	Male	Female	Salaries and wages
	No.	No.	\$	No.	No.	\$	No.	No.	\$
1950									
Canada	652	279	3,427,548	2,043	1,147	7,127,692	2,695	1,426	10,555,240
Ontario	252	126	1,254,013	910	386	3,031,806	1,162	512	4,285,819
Quebec	313	124	1,750,974	823	505	2,846,318	1,136	629	4,597,292
Alberta and British Columbia	87	29	422,561	310	256	1,249,568	397	285	1,672,129
1949									
Canada	670	270	3,280,375	2,079	1,014	6,610,591	2,749	1,284	9,890,966
Ontario	265	133	1,536,357	941	403	2,926,015	1,206	536	4,462,372
Quebec	317	107	1,427,709	820	417	2,586,588	1,137	524	4,014,297
Alberta and British Columbia	88	30	316,309	318	194	1,097,988	406	224	1,414,297

TABLE 8. Wage-earners by Months and Sex

Months	1950			1949		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	1,944	890	2,834	2,152	880	3,032
February	1,848	671	2,519	2,154	940	3,094
March	1,919	692	2,611	2,129	897	3,026
April	1,981	960	2,941	2,120	1,011	3,131
May	1,949	991	2,940	2,123	1,009	3,132
June	1,977	1,155	3,132	2,032	903	2,935
July	1,960	1,235	3,195	1,903	924	2,827
August	2,117	1,221	3,338	1,961	964	2,925
September	2,113	1,346	3,459	2,019	1,036	3,055
October	2,193	1,466	3,659	2,120	1,217	3,337
November	2,295	1,794	4,089	2,191	1,353	3,544
December	2,242	1,326	3,568	2,049	1,007	3,056
Average Number Employed per Month	2,043	1,147	3,190	2,079	1,014	3,093

TABLE 9. Consumption of Fuel and Electricity

Kinds of Fuel	1950		1949	
	Quantity	Cost value	Quantity	Cost value
		\$		\$
All fuel (coal, coke, gasoline, fuel oil, gas, wood, etc.)..... —	—	1,698,712	—	1,742,757
Electricity purchased (including service charges) k.w.h.	20,729,471	160,098	18,737,099	154,528
Total cost of fuel and electricity	—	1,858,810	—	1,897,285

List of Distilleries Reporting in 1950

Name of Firm	Address
Quebec:	
Canadian Schenley Limited ¹	1 Salaberry Street, Valleyfield
Commercial Alcohols Limited ²	Gatineau
Commercial Alcohols Limited ⁵	3176 Notre Dame Street East, Montreal
Distillers Corporation Limited ³	Ville LaSalle
Meagher Brothers & Company Limited ¹	1161 Britannia Street, Montreal
Melchers Distilleries Limited ³	Berthierville
Montreal Products Company Limited ³	1410 Montmorency Street, Montreal
Montmorency Distillery, Ltd. ⁵	30, 1st Avenue, Beaupre
Ontario:	
Calvert Distillers (Canada) Limited ³	Amherstburg
H. Corby Distillery Limited	Corbyville
W. & A. Gilbey, Limited	120-18th Street, New Toronto
Gooderham & Worts Limited ³	2 Trinity Street, Toronto
L. J. McGuinness & Co. Limited ¹	Mimico
The Ontario Paper Co. Limited ²	Thorold
Jospeh E. Seagram & Sons, Limited ¹	Waterloo
United Distillers, Limited ⁴	Grimsby
Hiram Walker & Sons, Limited ¹	Walkerville
Alberta:	
Alberta Distillers Limited ³	14th St. and 34th Ave. S.E., Calgary
British Columbia:	
The British Columbia Distillery Co. Ltd. ³	105 Braid Street, New Westminster
United Distillers Limited ¹	8900 Shaughnessy Street, Vancouver

1. These firms manufactured "beverage" alcohol only in 1950.
2. These firms manufactured "industrial" alcohol only in 1950.
3. These firms manufactured both "beverage" and "industrial" alcohol in 1950.
4. This firm bottled "beverage" alcohol in 1950.
5. These firms did not produce "new spirits" in 1950.

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