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

REPORT
on the
WINE INDUSTRY
in
CANADA
1927

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

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

THE WINE INDUSTRY IN CANADA, 1927.

Ottawa, December 5th, 1928.- A report on the Wine Industry in Canada for the calendar year 1927 is presented herewith. Returns were received from 30 individual plants distributed by provinces as follows: Ontario 26, Manitoba 2, and British Columbia 2. To prevent disclosure of information relating to individual establishments, it has been found necessary to combine the statistics for Manitoba and British Columbia and they are shown throughout this report under the heading of "Other Provinces."

Principal Statistics Compared

A comparative summary of the principal statistics of the industry for the calendar years 1926-1927 is shown in Table 1. Compared with 1926 there was an increase in both quantity and value of wines and grape juice manufactured, amounting to 24,026 gallons in quantity produced and to \$78,258 in the value of production.

Table 1. Principal Statistics compared, 1926 and 1927.

Principal Statistics		1926	1927	+ Increase - Decrease
Establishments reporting	No.	27	30	+
Capital investment	\$	3,678,458	4,405,027	+
Employees on salaries -				
Males	No.	53	57	+
Females	No.	9	10	+
Total salaries	\$	152,624	160,064	+
Employees on wages -				
Males	No.	123	162	+
Females	No.	19	17	-
Total Wages	\$	142,196	163,057	+
Cost of fuel	\$	13,862	14,324	+
Cost of materials	\$	1,349,787	1,526,018	+
Gross value of products	\$	2,485,136	2,531,227	+
Net value of products	\$	1,135,349	1,005,209	-

THE OFFICE OF THE
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IN WITNESS WHEREOF
I HAVE HEREUNTO
SET MY HAND AND
AFFIXED MY SEAL
THIS 10TH DAY OF
MAY 1900

COMMISSIONER OF THE
LAND OFFICE

THE WINE INDUSTRY IN CANADA, 1927.

PRODUCTION

The quantity and selling value of the principal products of the industry are given in Table 2, by provinces for the calendar year 1927. The total value of products increased by \$46,091 when compared with the previous year whilst the quantity of wines, fermented and unfermented, manufactured during the year was greater by 2,632 gallons. Grape juice shows increased production in quantity amounting to 21,394 gallons and an increase in value of \$22,533. The average price of fermented wines which in 1926 was nearly .86¢ per gallon rose to .88¢ per gallon in 1927.

The province of Ontario produced 92 per cent of the total value and nearly 93.8 per cent of the total quantity of wines during 1927. The particular section of Ontario engaged in the industry was that centred around the Niagara Peninsula where on account of favorable climatic conditions the growing of grapes is a well established and successful industry.

Table 2. Wine Production, by Provinces, 1927.

Classes of Products	Canada		Ontario		Other Provinces	
	Quantity	Value	Quantity	Value	Quantity	Value
Fermented wine	Gal. 2,731,748	\$ 2,404,243	2,563,308	\$ 2,213,330	168,440	\$ 190,913
Unfermented wine	" 1,650	3,900	1,050	2,100	600	1,800
Grape juice	" 69,964	121,034	69,764	120,534	200	500
Syrups and fruit juice	" 175	550	75	150	100	400
All other products	" 900	1,500	-	-	900	1,500
Total value of products	-	2,531,227	-	2,336,114	-	195,113

CAPITAL INVESTMENT

The amount of capital invested in the industry in 1927 shows an advance of 19.3 per cent over the preceding year. Fixed capital which includes lands, buildings, fixtures, machinery and tools accounted for an investment of \$1,506,220 or 34.2 per cent of the total. Working capital which includes materials and finished products on hand, stocks in process of manufacture, fuel and miscellaneous supplies together with cash, trading and operating accounts, etc., totalled \$2,898,807 or 65.8 per cent of the total investment. Allocated according to provinces, Ontario supplied \$4,001,876 or 90.85 per cent of the total for the Dominion, Manitoba and British Columbia supplying the remaining 9.15 per cent. The statistics of capital investment by classes are shown by provinces in table 3.

Table 3. Capital invested by Classes and Provinces, 1927.

Provinces	Fixed Capital	Working Capital		Total Capital
	Land, buildings, machinery and tools	Materials and finished products on hand, Stocks in process, etc.	Cash, trading and operating accounts, etc.	
	\$	\$	\$	\$
Canada	1,506,220	2,184,601	714,206	4,405,027
Ontario	1,431,123	1,907,884	662,869	4,001,876
Manitoba and British Columbia	75,097	276,717	51,337	403,151
Per cent of total capital	34.2	49.6	16.2	100.00

TABLE

The following table shows the results of the experiments conducted on the effect of temperature on the rate of reaction between hydrogen peroxide and potassium iodide. The rate of reaction was measured by the volume of oxygen gas evolved in a given time.

Temperature (°C)	Volume of O ₂ (ml)	Time (min)	Rate of Reaction (ml/min)
10	10	10	1.0
20	20	10	2.0
30	30	10	3.0
40	40	10	4.0
50	50	10	5.0

It is evident from the above table that the rate of reaction increases with an increase in temperature. This is because the molecules of the reactants possess more energy at higher temperatures and hence they collide more frequently and with more force.

Temperature (°C)	Volume of O ₂ (ml)	Time (min)	Rate of Reaction (ml/min)
10	10	10	1.0
20	20	10	2.0
30	30	10	3.0
40	40	10	4.0
50	50	10	5.0

THE WINE INDUSTRY IN CANADA, 1927.

EMPLOYMENT STATISTICS

The statistics relating to employment are presented in a series of tables as follows: Table 4 shows employment by classes, sex and remuneration. Table 5 shows the number of persons employed by months and by sex and Table 6, the operating time of plants and the hours of labour of employees. The number of persons employed on salaries and wages during 1927 is shown in table 4 by sex, and remuneration for Canada and the provinces. More than 92 per cent of the employees and 92.2 per cent of the cost of salaries and wages are accounted for by the province of Ontario.

Table 4. Employees, Salaries and Wages, by Provinces, 1927.

Classes of employees		Canada	Ontario	Other Provinces
Salaried employees -				
Male	No.	57	54	3
Female	No.	10	10	-
Total salaries	\$	160,054	153,044	7,020
Wage-earners -				
Male	No.	162	147	15
Female	No.	17	16	1
Total wages	\$	163,057	144,905	18,152
Total male employees	No.	219	201	18
Total female employees	No.	27	26	1
Total salaries and wages	\$	323,121	297,949	25,172

Employment by Months: - The number of wage-earners employed in the industry in each month of the year is shown by sex in Table 5. The months of highest employment were September to December, whilst those of lowest employment were January to June. The average number of males employed monthly was 162 and of females 17. The average number of wage-earners in any establishment is determined by dividing the sum of the number shown on the rolls for each month during the year by the number of months the plant was in operation, whilst the number of employees in any industry is determined as the sum of the averages computed as above.

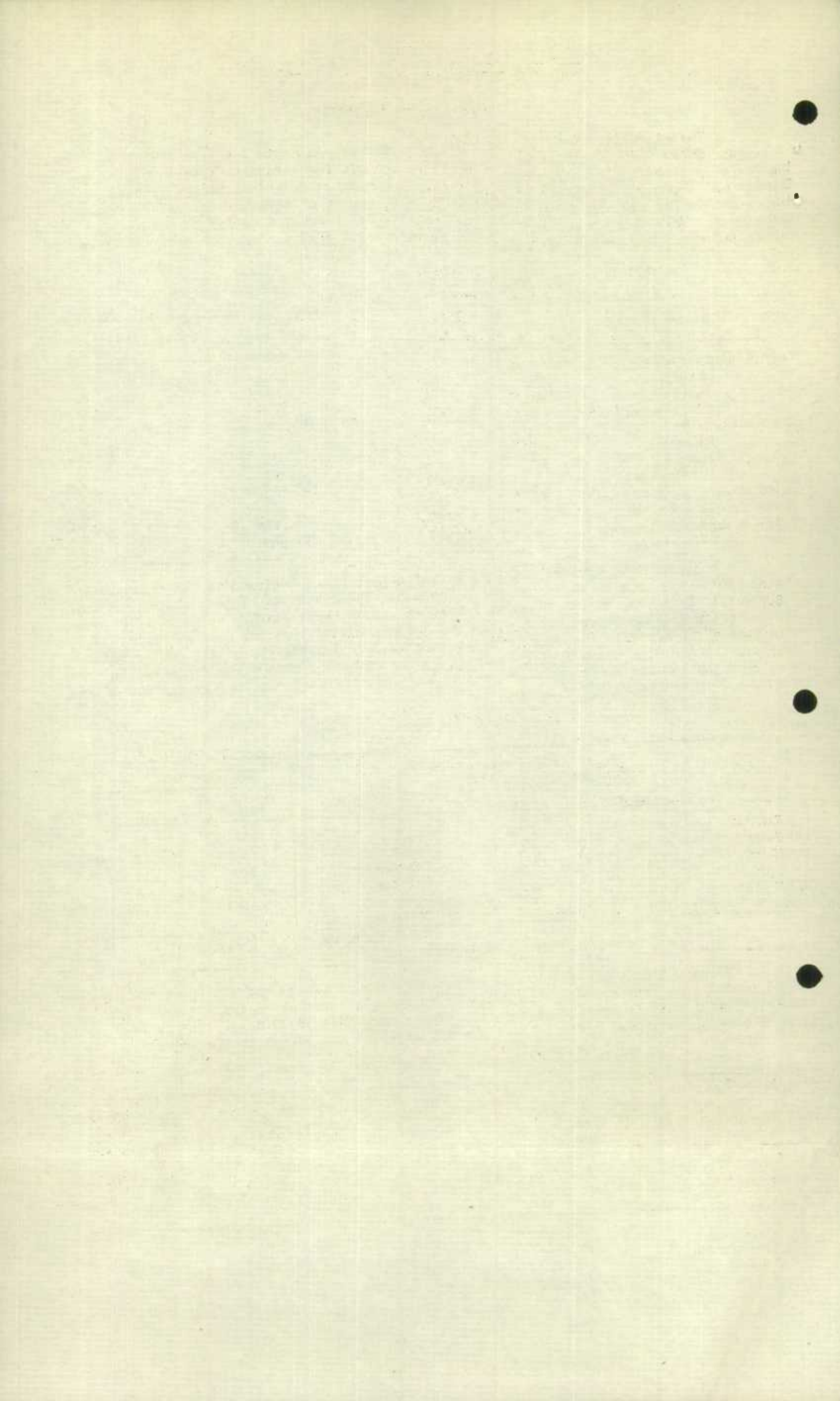
Table 5. Employment, by Months, 1927.

Month	Wage-earners		Month	Wage-earners	
	Males No.	Females No.		Males No.	Females No.
January	125	16	July	148	22
February	122	15	August	149	18
March	115	15	September	170	17
April	124	14	October	264	18
May	115	15	November	214	16
June	121	17	December	165	16
Total for year			1,832	199	
Average monthly employment during year			162	17	

Working Time:- The statistics of working time of plants and employees are presented in Table 6. The average time that plants operated whether on full or part time was 265.70 days and the average of the time plants were idle 38.30 days. The average working time of employees was 8.7 hours per day or shift and 50.7 hours per week.

Table 6. Working Time of Plants and Employees, 1927.

Establishments reporting	50	
	Total	Average
Days in operation on full time	7,615	253.83
Days in operation on part time	336	11.87
Days idle	1,149	38.30
Hours worked by employees per day or shift	260	8.7
Hours worked by employees per week	1,521	50.7



OTHER EMPLOYMENT STATISTICS

The number and percentage of wage-earners in months of highest employment working specified hours per day is shown in Table 7 for Canada and the provinces. For the Dominion, the number working specified hours was evenly distributed, the percentage working 9 hours being highest. In Manitoba 75 per cent of the employees worked 8 hours or less per day and 25 per cent worked 9 hours, whilst in British Columbia 56.25 per cent worked 9 hours and 43.75 per cent worked 8 hours or less. Only 2.40 per cent of the wage-earners in the Dominion worked over 10 hours per day.

Table 7. - Hours worked by wage-earners in month of highest employment, 1927.

Provinces	Wage-earners in month of highest employment working per day of				Percentage of wage-earners working per day of			
	8 hours or less	9 hours	10 hours	Over 10 hours	8 hours or less	9 hours	10 hours	Over 10 hours
	No.	No.	No.	No.	p.c.	p.c.	p.c.	p.c.
Canada	98	113	74	7	33.56	38.70	25.34	2.40
Ontario	85	102	74	7	31.72	38.06	27.61	2.61
Manitoba	6	2	-	-	75.00	25.00	-	-
British Columbia	7	9	-	-	43.75	56.25	-	-

The number of hours worked per day in the month of highest employment and the standard working hours per week are shown by provinces in Table 8. It should be noted that whilst the statistics relating to hours of labour in columns 1, 2 and 3 are based on figures compiled for the month of highest employment, those in columns 4 and 5 represent the total and average of standard weekly hours of labour for the number of establishments reporting to the Bureau. For this reason the relation between daily and weekly hours of labour is to some extent impaired. The average daily hours of labour on the above basis was for the Dominion 8.96, whilst the average standard weekly hours worked out at 50.42 per plant.

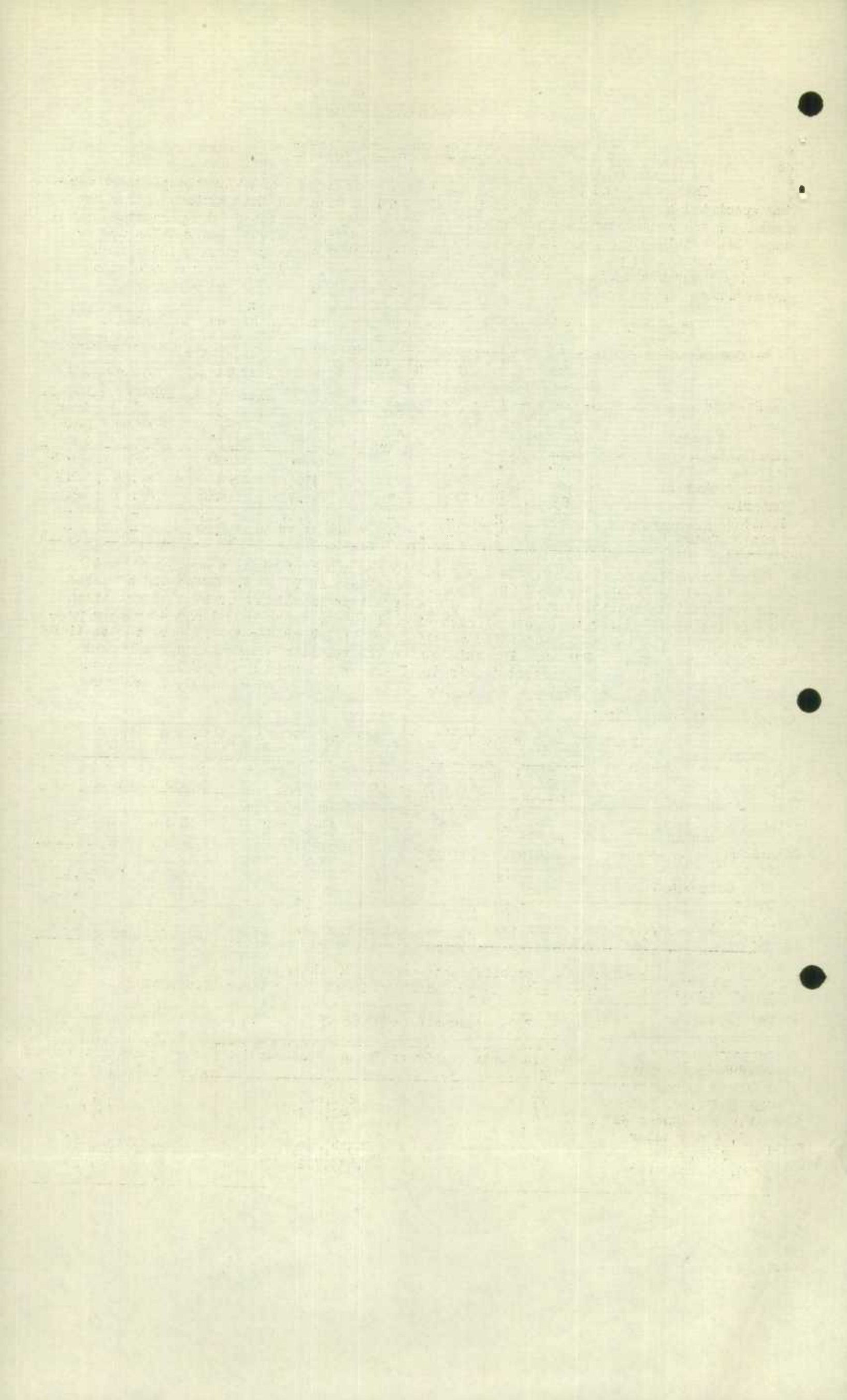
Table 8. - Hours of Labour per day and per week, 1927.

Provinces	Total daily hours and number of wage-earners in month of highest employment			Standard working hours per week	
	Total hours	Total Wage-earners	Average hours per day per wage-earner	Total	Average
	No.	No.	No.	No.	No.
Canada	2,615	292	8.96	1,521	50.42
Ontario	2,412	268	9.00	1,321	50.81
Manitoba	66	8	8.25	98	49.00
British Columbia	137	16	8.56	102	51.00

A measure of the establishment engaged in the wine industry grouped according to gross value of production is presented in Table 9 for the calendar year 1927.

Table 9. Establishments measured by gross value of production.

Groups of Values	Establishments No.	Gross Value of Production	Average gross value of production per plant
Under \$50,000	17	282,822	16,637
\$50,000 to under \$100,000	5	440,593	73,432
\$100,000 to under \$200,000	3	374,090	124,696
\$200,000 and over	4	1,433,722	358,430



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THE WINE INDUSTRY IN CANADA, 1927.

Fuel Consumption

The quantity and value of the classes of fuel consumed including freight, duty, etc. is shown in Table 10 for the calendar year 1927. The total cost of the fuel consumed was \$14,324, an amount in excess of the cost in 1926 of \$462, which as stated in Table 1 was \$13,862. Coal was the principal fuel and represented 80 per cent of the total cost. Gasoline was next in order to the value of \$1,368 or 9.5 per cent.

Table 10. Fuel used by Kinds, 1927.

Kinds of fuel used		Quantity	Cost Value at Works \$
Bituminous coal	Ton	1,424	10,029
Anthracite coal	Ton	104	1,335
Lignite coal	Ton	12	120
Coke	Ton	25	482
Gasoline	Gal.	5,122	1,368
Kerosene	Gal.	250	70
Gas, artificial and natural	M. c. ft.	1,040	884
Wood	Cord	6	36
Total Cost of Fuel		-	14,324

Power Installation

Power installed in the wineries of the Dominion is shown by classes in Table 11 according to (a) the number of units in each class and (b) the horsepower as rated by the manufacturer. The total power units installed was 107 and the capacity horsepower 431. Of this power electric motors contributed 81.7 per cent, steam engines 11.6 per cent and internal combustion engines 6.7 per cent. The cost of electricity purchased during the year was \$3,967 being an average per rated horse-power of \$11.27. The number of boilers installed for any purpose was 11 with a total boiler horse-power capacity of 356.

Table 11. Power Installed, 1927.

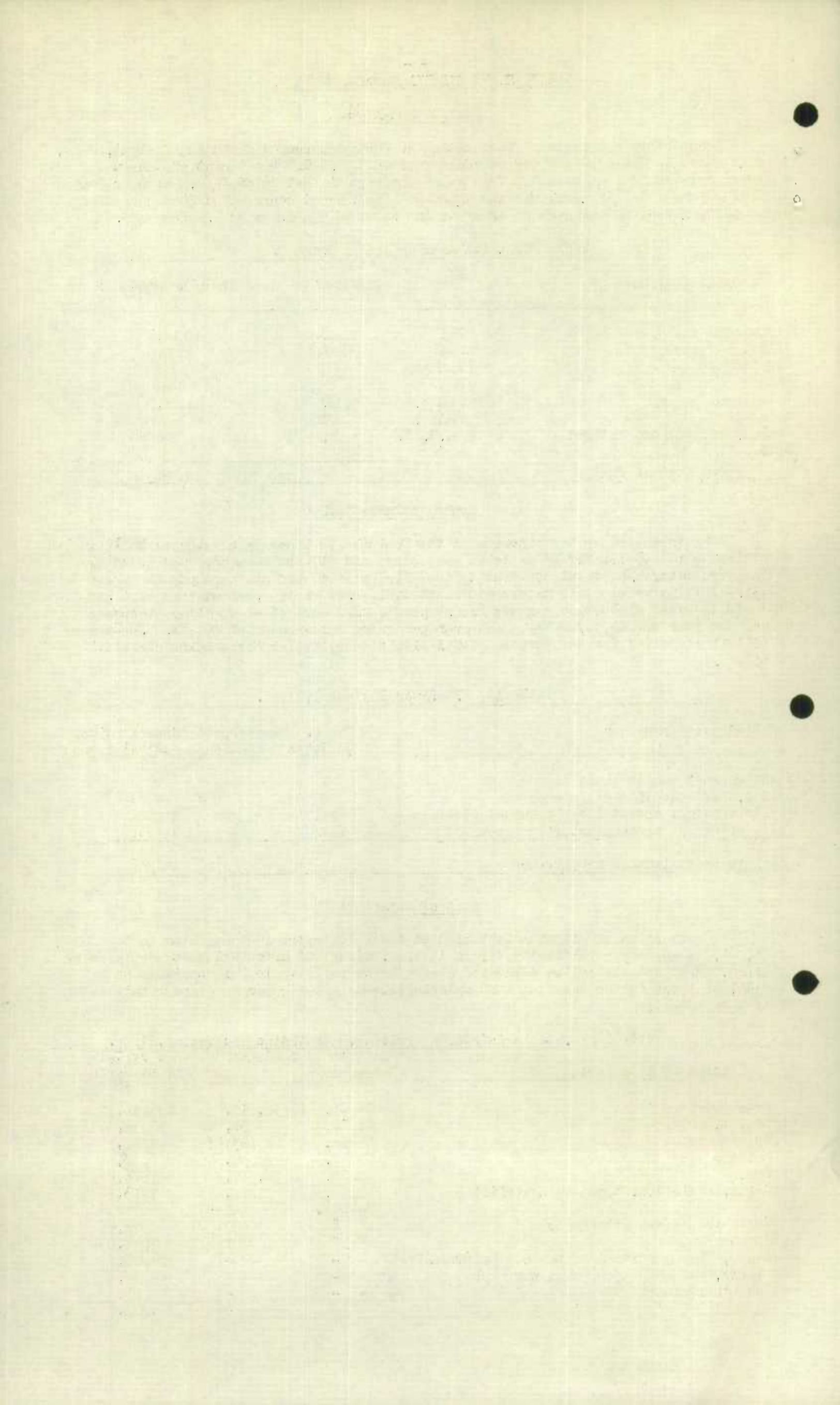
Classes of power	No. of Units	Horse-power according to manufacturers' rating
Steam engines and turbines	1	50
Oil, gas and gasoline engines	5	29
Electric motors operated by purchased power	101	352
Total power for manufacturing purposes	107	431
 Boilers installed for any purpose	 11	 356

Cost of Materials

The cost value of all materials used in the industry in 1927 amounted to \$1,526,018 as compared with \$1,349,787 in 1926. The various materials used are shown by kinds, quantity and cost value delivered at the works in Table 12. An increase of \$176,231 is shown in the total cost of materials used in 1927 when compared with 1926 or 13 per cent.

Table 12. Materials used by kinds, quantities and values, 1927.

Classes of Materials	Unit of measure	Quantity	Cost Value at Works \$
Grapes, domestic	Lb.	16,314,850	690,334
Grapes, imported	Lb.	530,200	30,368
Logan berries	Lb.	643,034	49,313
Raisins	Lb.	99,306	8,582
Sugar	Lb.	6,986,481	426,049
Acids, salicylic, tartaric and citric	Lb.	5,813	3,127
Alcohol	Gal.	450	932
Extracts and essential oils	"	150	2,072
Colouring	"	661	2,949
Boxes, bottles and other containers (value only)	-	-	224,098
Labels, crowns and corks (value only)	-	-	40,999
All other materials	-	-	47,195
Total Cost of Materials		-	1,526,018



THE WINE INDUSTRY IN CANADA, 1927.

IMPORTS OF WINES, 1927.

Imports of wines for consumption in Canada are shown by two principal classes sparkling and non-sparkling, in Table 13. The quantity and value of such imports are further shown in the table by countries for the calendar year 1927. The total value of all wines imported during 1927 was given as \$3,036,594 of which 30,666 gallons valued at \$1,562,688 were entered as sparkling wines and 820,856 gallons worth \$1,473,906 as non-sparkling. Spain, France and Portugal in the order names were the leading countries from which non-sparkling wines were imported during 1927, whilst France alone was responsible for nearly 85.2 per cent of the quantity of sparkling wines imported.

Table 13. Imports of Wines by Classes, Countries, Quantity and Value, 1927, (calendar year)

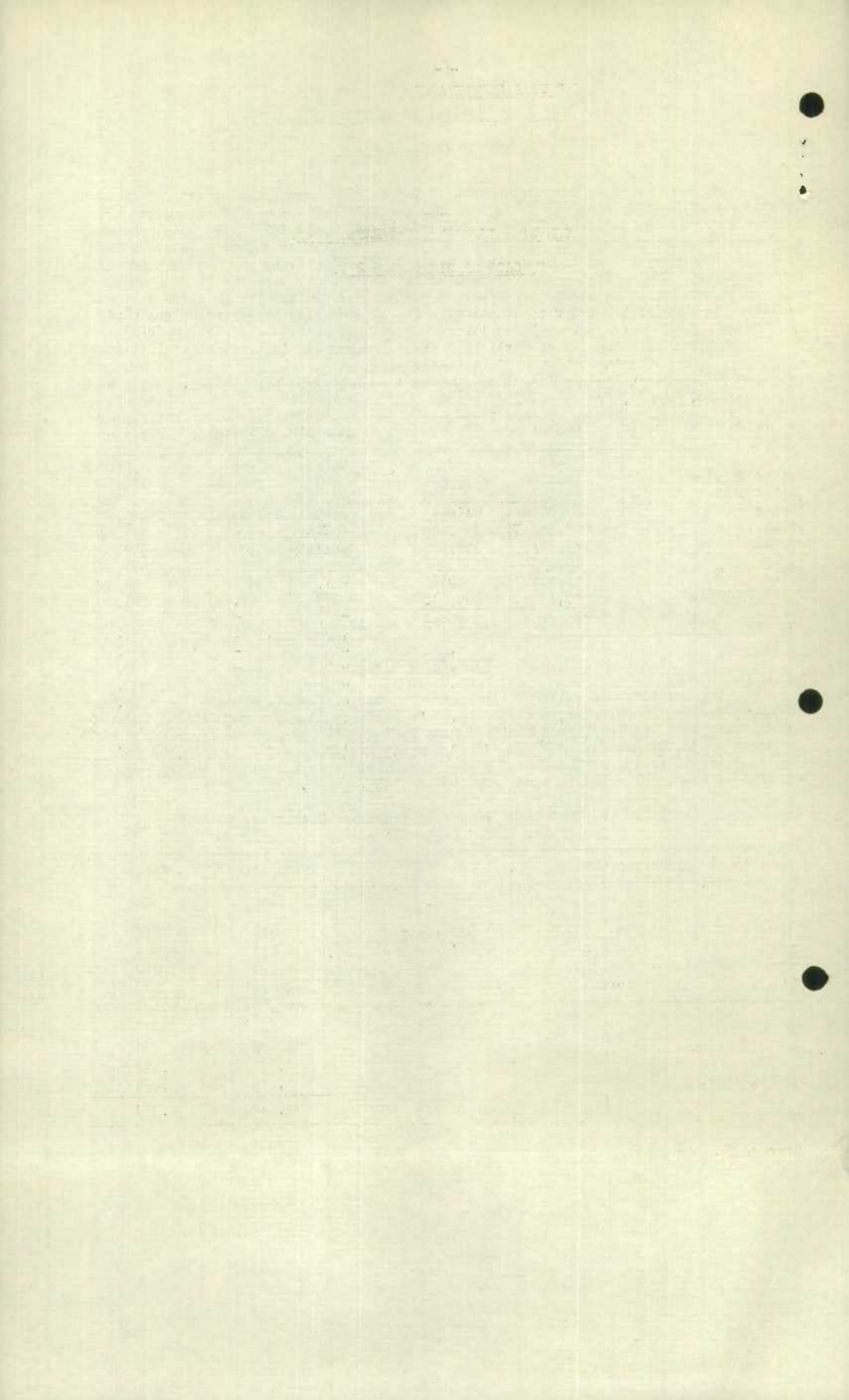
Countries from which imported	Non-sparkling Wines		Sparkling Wines		Total Value of Wines
	Quantity	Value	Quantity	Value	
	Gal.	\$	Gal.	\$	\$
United Kingdom	16,616	95,541	273	20,664	116,205
United States	157	309	-	-	309
France	263,427	421,895	26,140	1,464,731	1,886,626
Spain	279,538	399,484	-	-	399,484
Portugal	169,071	398,305	-	-	398,305
Italy	19,038	30,242	-	-	30,242
China	7,663	22,355	-	-	22,355
Other Countries	65,346	105,775	4,253	77,293	183,068
T o t a l	820,856	1,473,906	30,666	1,562,688	3,036,594

EXPORTS OF WINES, 1927.

The quantity and value of wines, the produce of Canada, exported to various countries during the calendar year 1927 is shown in Table 14. The quantity of fermented wines exported from the Dominion during 1927 was 32,732 gallons as compared with an export of 32,724 gallons in 1926, whilst their value decreased from \$115,564 in 1926 to \$112,313 in 1927. The United States was Canada's best customer taking over 95 per cent of the total value of wines exported.

Table 14. Exports of Fermented Wines by Countries, Quantity and Value 1927. (calendar year).

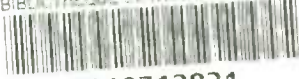
Countries to which exported	Quantity	Value
	Gal.	\$
United Kingdom	178	336
United States	31,239	108,947
Other Countries	1,315	3,030
T o t a l	32,732	112,313



W I N E S

CANADA, 1927.

J. S. Hamilton & Co. Ltd.	Brantford, Ont.
Fort William Wine Co.	Fort William, Ont.
Nicholas Rizzo & Son	Hamilton, Ont.
Jordan Wine Co.	Jordan, Ont.
London Winery, Ltd.	London, Ont.
Samuel Badalato	London, R. R. #9, Ont.
Ontario Wine Co.	New Toronto, Ont.
T. G. Bright & Co., Ltd.	Niagara Falls, Ont.
Marsh Grape Juice Co.	R.R. #3, Niagara Falls, Ont.
Dominion Wine Growers, Ltd.	Oakville, Ont.
Oakville Wine Co.	Oakville, Ont.
A. R. De Conza	St. Catharines, Ont.
Lincoln Wines, Ltd.	St. Catharines, Ont.
Ontario Grape Growing & Wine Mfg. Co.	St. Catharines, Ont.
Welch Grape Juice Co.	St. Catharines, Ont.
Sunniesholme Wine Mfg. Co.	R. R. #4, St. Catharines, Ont.
Thorold Winery Co., Ltd.	Thorold, Ont.
F. W. Baylis	Toronto, Ont.
Canada Wine Products, Limited	Toronto, Ont.
Canadian Wine Co.	Toronto, Ont.
Danforth Wine Co.	Toronto, Ont.
National Fruit & Wine Co., Limited	Toronto, Ont.
Peerless Wine Manufacturers, Ltd.	Toronto, Ont.
Toronto Wine Mfg. Co., Limited	Toronto, Ont.
Turner Wine Co., Chas. Robinson	Toronto, Ont.
Jas. T. Walsh	Toronto, Ont.
Luigi Calissano & Figli Co., Ltd.	Winnipeg, Man.
Richard & Beliveau Co., Ltd.	Winnipeg, Man.
British Columbia Wine Growers, Ltd.	Vancouver, B. C.
Growers Wine Co., Ltd.	Victoria, B. C.



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