

CATALOGUE No. 

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SOFT DRINK MANUFACTURERS

1961

The list of firms normally included in this report has been omitted from this issue, along with certain tables. See introductory text for details.

ANNUAL CENSUS OF MANUFACTURES

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SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

- ... figures not appropriate or not applicable.
- nil or zero.

EXPLANATORY NOTES

This report is one in a series of about 140 publications which present the results of the 1961 Census of Manufactures. Most reports in this series refer to specific industries, but there are summary reports for Canada and the provinces and for major industry groups. Implementation of the new definition of the establishment in the 1961 Census has resulted in certain changes and necessitated some adjustments to the statistics for previous years in order to maintain comparability of the data. (See following note on "Establishment".)

Industry statistics given in these reports refer to number of establishments, employees, salaries and wages, cost of materials, supplies, fuel and electricity, gross value of shipments, inventories and value added by manufacturing. Details of materials used and products shipped are also given. Descriptions of the principal industry statistics, with special reference to 1961, are as follows:

Period Covered

Firms are asked to submit figures for the calendar year, if at all possible, and most reports are on this basis. Financial year reports for periods differing from the calendar year are accepted in instances where the firms find it impossible to supply calendar year data from accounting records. However the data on employees, salaries and wages are requested on a calendar year basis in all cases.

Establishment

The reporting unit in the Census of Manufactures is the **establishment**. Beginning with the 1961 Census, the establishment is defined as follows:

The smallest unit which is a separate operating entity capable of reporting all the following:

- Materials and supplies used,
- Goods purchased for resale as such,
- Fuel and power consumed,
- Number of employees and their pay,
- Inventories,
- Shipments or sales.

The establishment is to be distinguished from smaller subdivisions or departments which do not have records which permit them to report all items required of an establishment. Prior to 1961, some establishments were required to submit two or more separate reports when they were engaged in operations which were classifiable to different industries. Beginning with 1961, separate reports for such operations will be required only in cases where accounting records can provide all the elements of principal statistics enumerated above. Special reporting arrangements were made with respondents when the acceptance of combined reports would have seriously affected the statistics for particular industries or areas. Where continuity of industry statistics was affected by this change in reporting procedures, adjustments to the data were made back to 1957 in order to maintain comparability of the series for recent years.

A manufacturing establishment is typically a factory, mill or plant principally engaged in manufacturing operations. Prior to 1961, the Census of Manufactures attempted to cover the manufacturing activities of all establishments, whether or not they were principally engaged in manufacturing operations. Beginning with the 1961 Census, establishments (accounting entities) which are not primarily engaged in manufacturing are no longer included as manufacturing establishments in the basic industry statistics. Again adjustments to the industry statistics were made to reflect the removal of such reporting units for the period 1957-1960. These reporting units are now listed as establishments in other Bureau industry surveys, such as Wholesale Trade, Construction, etc. In order, however, to maintain complete coverage of certain commodity items produced mainly in manufacturing establishments, many non-manufacturing establishments are now surveyed for commodity shipments only and the latter are included in those tables of industry reports showing shipments of certain commodities "from all industries".

Many firms have more than one manufacturing establishment. Such firms are requested to submit a separate Census of Manufactures report for each manufacturing establishment which can meet the reporting requirements described earlier.

Prior to 1961, the main emphasis in the Census of Manufactures was on manufacturing activity whereas, beginning with 1961, each establishment reports on the total operations carried out within its accounting boundaries (except income from investments such as rent, interest and dividends). However, data on different activities (manufacturing, selling, construction by own labour force etc.) are requested separately. The 1961 statistics in this report are confined to manufacturing activity in order to maintain comparability with previous years. In the 1962 reports it is planned to show both 1961 and 1962 data on the "total activity" basis in addition to the data on manufacturing operations.

Employees

Administrative and office employees include all executives and supervisory officials such as presidents, vice-presidents, secretaries, treasurers, etc., together with managers, professional and technical employees, superintendents and factory supervisors above the working foremen level, and clerical employees. Working owners and partners are also included in this category but will be shown separately in subsequent years.

Production and related workers include all other factory workmen whether paid on a monthly, weekly, hourly or piece-work basis. Working foremen doing work similar to that of the employees they supervise are included, as are maintenance, handling, warehousing and delivery staff. Employees on new construction work, in retail or wholesale operations, on outside piece work, etc. are not included.

Production workers are reported by months, an average for the year being obtained by summing the monthly figures and dividing by twelve. This procedure is followed even though the plant did not operate in all months. Figures on employment refer to the calendar year whether or not some establishments reported other data on a financial year basis.

Salaries and Wages

Salaries and wages refer to gross earnings of the employees described above, including salaries, wages, commissions, bonuses, the value of room and board where provided, deductions for income tax and social services such as sickness and unemployment insurance, pensions, etc., as well as any other allowances forming part of the employees' wages. Payments for overtime are included.

Salaries refer to amounts paid to administrative and office employees. Withdrawals by working owners or partners for normal living expenses for self and family are included with salaries, but will be shown separately in subsequent years. Wages refer to the amounts paid to production and related workers as defined above. Data on earnings refer to the calendar year whether or not some establishments reported other data on a financial year basis.

Cost of Fuel and Electricity

Figures for fuel refer to amounts actually used (including fuel used in cars and trucks), not to purchases unless the quantities are the same. Values refer to the laid-down cost at the establishment including freight, duty, etc.

Materials and Supplies Used

Figures represent quantities and laid-down cost values, at the establishment, of materials, supplies and components actually used during the year whether purchased from others or received as transfers from other plants of the reporting company. Amounts paid to other manufacturers for work done on materials owned by the reporting company are included. Returnable containers or any other items charged to capital account are not included. Fuels are not included. Goods bought from others or received as transfers from other plants or reporting companies for resale without further processing are not included. Maintenance and repair supplies not chargeable to capital account are included.

Factory Shipments

Factory shipments generally refer to shipments of goods made from own materials either in the reporting establishments or by other manufacturers on the basis of a charge to the reporting establishment for work done. All products and by-products shipped from the establishment are included whether for domestic use, export, or for government departments. Transfer shipments to sales outlets, distributing warehouses or to other manufacturing units of the reporting firm which are treated as separate establishments are included. Goods bought or received as transfers and resold without further processing are not included. Values are requested

on f.o.b. establishment basis, and do not include sales tax or excise duties. Values of containers not returnable are included. Amounts received in payment for work done on materials owned by others are included.

In a few industries such as shipbuilding, aircraft, etc., where work on principal products extend over a relatively long period, the value of production is recorded rather than the value of shipments. For those industries production is computed from the value of deliveries of complete units during the year plus the value of work done during the year on unfinished units less the value of work done in previous years on finished units delivered in the year under review.

Inventories

Values represent the book value of manufacturing inventory. Figures consist of inventory at the plant and at warehouses or selling outlets which are treated as extensions of the plants for the purpose of reporting shipments.

Value added by Manufacturing

Value added is compiled by deducting the cost of materials, fuel and electricity consumed from the value of production (value of shipments adjusted for changes in the value of inventories of finished goods and goods in process). Value added is sometimes referred to as net production.¹

Standard Industrial Classification

The revised Standard Industrial Classification which was introduced with the 1960 Census of Manufactures provides for a breakdown of the universe into 140 industries arranged in 20 major groups compared with 135 industries in 17 major groups in the old classification which was used in the compilations for the years 1949 to 1959 inclusive. Full details are contained in the Standard Industrial Classification Manual, Catalogue No. 12-501, which is available from either the Queen's Printer or the Dominion Bureau of Statistics. Reporting establishments are classified or allotted to specific industries on the basis of the value of principal products made or shipped.

Establishments engaged solely in repair work are not included in manufacturing industries (except in the case of furniture, shipbuilding, boat building, aircraft and railroad rolling stock industries) but establishments principally engaged in assembling parts into complete units are included.

¹ To arrive at the National Accounts concept of "gross domestic product at factor cost", it would be necessary to subtract also the cost of advertising, insurance and other business costs which are not collected in the annual Census of Manufactures. Value added figures for the primary industries, manufacturing and construction are published in D.B.S. publication 61-202, Survey of Production.

Short Forms

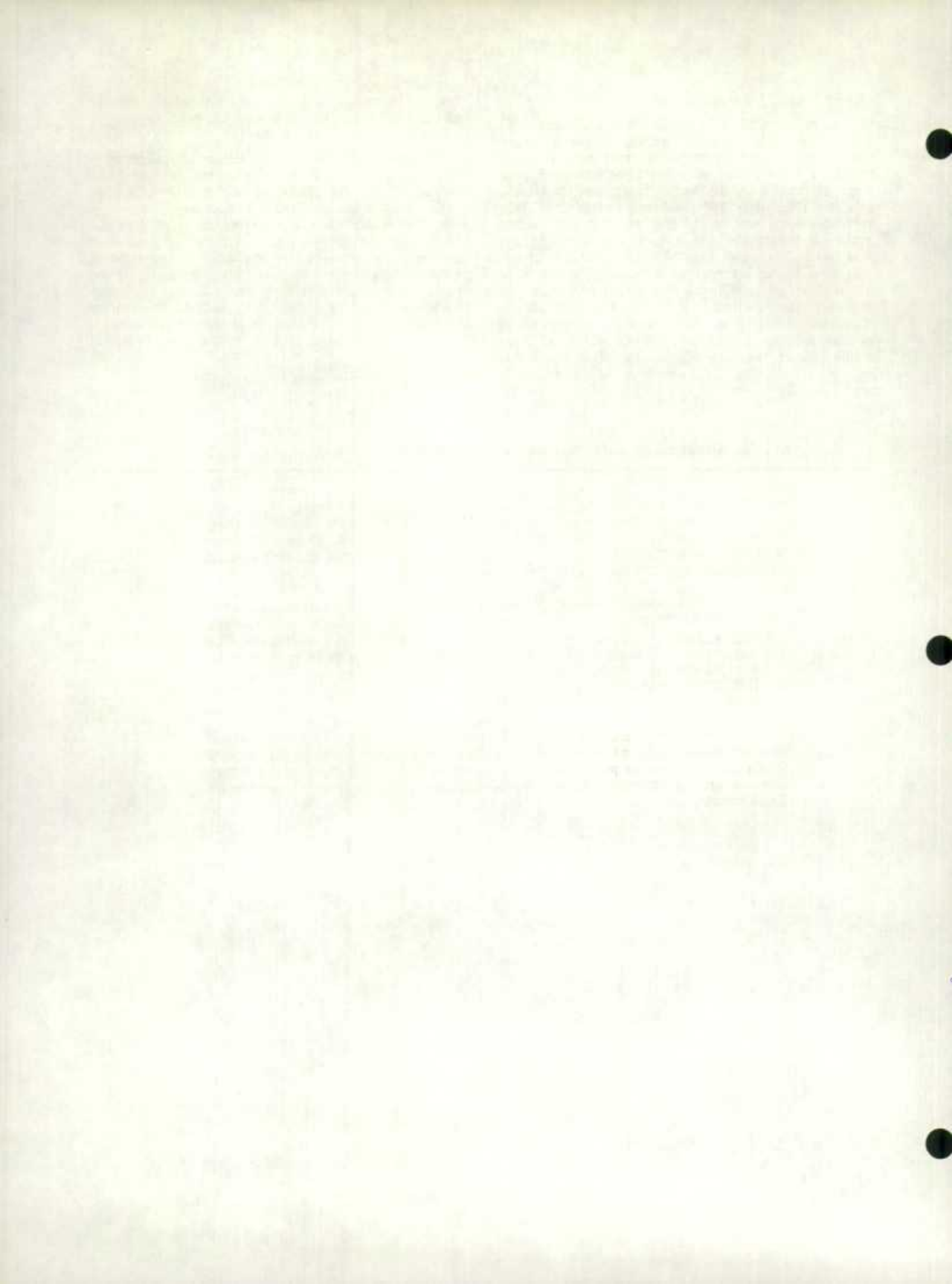
Since 1949, in order to ease the reporting burden for smaller firms, a one-page short form has been used asking only for certain principal items of shipments. For purposes of publication, missing data were estimated on the basis of appropriate ratios. For the 1959 and 1960 censuses the general limit for short forms was raised from \$50,000 to \$100,000 value of shipments and a new intermediate form was used. This form is a shortened version of the long form in that some of the general questions were pared down and the detailed lists of materials and products were limited to the more important items. The general limits for firms in this category were set at between \$100,000-\$500,000 value of shipments, but in the case of both the short and inter-

mediate forms there are lower cut-offs for a number of industries in which the smaller firms account for a larger share of total shipments.

In the 1961 Census, in addition to the question on shipments of goods of own manufacture, questions on employment and payroll and on total revenue were added on all short forms. The other elements of principal statistics, viz. value of materials, fuel and electricity, and inventories, are generally estimated by using ratios based on the change in the value of shipments from year to year. This is to permit the complete compilation of basic industry statistics by industry and by geographic location. The proportion of the estimated data is generally less than 5 per cent of the total in each category of principal statistics.

Distribution by Form Size compiled for Soft Drink Manufacturers, 1961

Form size	Number of establishments	Percentage of total number of establishments	Value of factory shipments	Percentage of total value of factory shipments
			\$	
Long	202	40.2	141,668,913	82.0
Intermediate.....	115	23.0	19,651,055	11.4
Short	185	36.8	11,327,122	6.6
Total establishments.....	502	100.0	172,647,090	100.0



SOFT DRINK MANUFACTURERS 1961

In the preceding pages of Explanatory Notes a concise outline has been presented on factors applicable to and comprised in the tabular matter compiled for this publication. The revised Standard Industrial Classification and the new concept of the establishment (reporting unit; see Explanatory Notes page 3) apply to 1961 and succeeding Annual Census of Manufactures reports. Implementation of both features has necessitated adjustments to the statistics. To maintain comparability of principal statistics for recent years a special insertion, with applied adjustments back to 1957 is shown in Table 1.

Soft Drink Manufacturers perform two distinct industrial operations, viz., the manufacture of syrups or concentrates for use in making soft drinks, and bottling operations where the syrups or concentrates are combined with carbon dioxide gas and water then bottled for distribution. Firms in this industry may carry on these operations in varying degrees, although the greater number of plants are bottlers only, and are usually located in urban areas where distribution presents fewer problems.

As a result of increased work loads and staff shortages it has been necessary to suspend publication of certain tables normally contained in this report. It is planned to resume publication of these tables in the 1962 reports. The tables affected are the following: List of firms - Imports - Exports - Capital and Repair Expenditures.

**TABLE 1. Principal Statistics of Soft Drink Manufacturers, Specified Years, 1949 - 60
and by Provinces, 1957 - 61**

Years	Estab- lish- ments	Em- ployees	Salaries and wages	Cost of fuel and electricity	Cost at works of materials used	Value added by manufacture	Selling value of factory shipments
Basis: Standard Industrial Classification up to and including 1960							
	number		dollars				
1944	445	5,799	8,976,246	764,707	16,667,880	29,761,126	47,193,713
1945	453	5,473	8,672,097	744,267	13,643,081	26,630,502	41,017,850
1946	456	5,040	8,150,758	843,212	14,872,546	27,332,922	43,048,680
1949	484	7,812	14,599,204	1,871,114	32,069,188	51,716,093	85,656,395
1950	501	7,734	15,641,029	2,153,534	33,028,737	51,956,684	87,138,955
1951	510	7,389	16,048,878	2,186,126	33,195,192	55,132,309	90,513,627
1952	514	7,602	18,391,235	2,269,643	35,844,705	66,935,840	105,050,188
1953	526	7,838	20,485,552	2,571,101	35,493,245	70,496,063	108,560,409
1954	536	7,773	20,206,175	2,885,929	33,721,443	71,597,104	108,158,510
1955	540	7,605	20,642,753	3,049,525	37,712,394	76,015,420	116,582,499
1956	535	7,766	23,055,967	3,326,198	38,910,429	79,268,993	121,340,498
1957	536	7,730	24,381,659	3,771,113	45,382,195	90,499,808	139,504,272
1958	537	7,481	25,542,007	3,796,801	45,052,949	102,228,171	150,957,146
1959	523	7,639	27,622,253	4,026,083	47,227,084	110,141,600	161,334,436
1960	514	7,809	29,345,589	4,174,917	49,525,952	111,740,949	165,376,045
Basis: Revised Industrial Classification and New Establishment Concept							
	number		dollars				
1957							
Newfoundland	10	223	556,816	84,170	1,162,018	1,649,163	2,897,051
Prince Edward Island	6	27	56,830	18,225	134,240	212,435	363,861
Nova Scotia	29	269	724,995	153,281	1,528,119	2,760,838	4,438,047
New Brunswick	25	216	573,612	135,550	1,026,657	1,913,933	3,071,547
Quebec	184	2,729	8,613,670	1,345,310	17,514,278	37,435,047	56,282,782
Ontario	168	2,938	9,899,291	1,248,384	15,417,190	30,280,664	46,848,192
Manitoba	22	351	1,095,749	168,084	2,253,520	4,015,147	6,421,040
Saskatchewan	26	260	762,849	201,226	1,762,208	2,706,492	4,661,931
Alberta	24	359	998,052	195,878	2,183,160	3,953,755	6,329,825
British Columbia, Yukon and Northwest Territories	40	436	1,282,977	227,662	2,507,532	4,865,991	7,601,016
Canada	534	7,808	24,564,841	3,777,770	45,488,922	89,793,465	138,915,292
1958							
Newfoundland	11	237	601,020	89,548	1,137,157	2,183,022	3,394,572
Prince Edward Island	6	26	65,772	21,273	146,503	263,847	431,911
Nova Scotia	27	260	772,212	153,067	1,538,805	3,185,697	4,877,298
New Brunswick	25	205	568,341	137,479	1,032,201	1,991,226	3,158,575
Quebec	186	2,576	8,733,868	1,276,420	16,971,905	41,181,186	59,436,664
Ontario	168	2,816	10,315,983	1,274,962	15,175,206	34,350,765	50,702,511
Manitoba	22	341	1,154,502	176,505	2,226,539	4,483,661	6,882,135
Saskatchewan	27	271	878,994	212,624	1,889,573	3,257,007	5,359,565
Alberta	24	346	1,082,751	216,072	2,315,089	4,456,968	6,989,085
British Columbia, Yukon and Northwest Territories	39	465	1,510,549	246,580	2,723,876	5,987,580	8,962,439
Canada	535	7,543	25,683,992	3,804,530	45,156,854	101,340,959	150,194,755
1959							
Newfoundland	11	239	637,124	81,808	1,076,658	2,217,656	3,416,989
Prince Edward Island	6	30	73,135	18,722	171,158	263,322	452,815
Nova Scotia	27	262	833,891	160,350	1,603,559	3,379,435	5,140,063
New Brunswick	24	210	633,097	146,316	1,128,722	2,294,927	3,566,646
Quebec	180	2,704	9,678,783	1,345,179	18,097,118	45,621,203	65,032,432
Ontario	162	2,853	11,078,653	1,379,477	16,101,659	37,140,838	54,587,254
Manitoba	21	348	1,206,951	197,100	2,388,353	4,545,269	7,121,381
Saskatchewan	28	263	885,081	221,067	1,832,023	3,289,440	5,342,669
Alberta	24	360	1,215,779	223,817	2,347,174	4,701,869	7,249,025
British Columbia, Yukon and Northwest Territories	38	426	1,493,111	253,659	2,514,181	5,601,431	8,361,403
Canada	521	7,695	27,735,605	4,027,495	47,260,605	109,055,390	160,270,677

See note at end of table.

**TABLE 1. Principal Statistics of Soft Drink Manufacturers, Specified Years 1944-60
and by Provinces, 1957-61 - Concluded**

Years	Estab- lish- ments	Em- ployees	Salaries and wages	Cost of fuel and electricity	Cost at works of materials used	Value added by manufacture	Selling value of factory shipments
Basis: Revised Industrial Classification and New Establishment Concept							
1960	number		dollars				
Newfoundland	11	217	638,821	95,233	1,159,326	2,419,237	3,630,754
Prince Edward Island	6	35	88,245	18,102	189,040	302,824	510,196
Nova Scotia	27	286	906,958	168,581	1,810,736	3,585,031	5,561,172
New Brunswick	24	228	690,478	162,703	1,279,300	2,481,188	3,921,059
Quebec	176	2,778	10,400,109	1,396,493	18,818,228	47,384,291	67,474,692
Ontario	159	2,888	11,577,491	1,410,667	16,872,145	35,626,047	54,048,798
Manitoba	20	351	1,312,250	205,842	2,492,264	4,782,362	7,477,061
Saskatchewan	27	270	945,728	227,099	1,902,430	3,531,718	5,649,506
Alberta	25	370	1,309,937	251,682	2,482,190	5,058,164	7,768,858
British Columbia, Yukon and Northwest Territories	37	428	1,570,842	250,853	2,547,962	5,459,989	8,234,944
Canada	512	7,851	29,440,859	4,187,255	49,553,621	110,630,851	164,277,040
1961	number		dollars				
Newfoundland	11	223	595,798	111,583	1,292,998	2,132,375	3,579,547
Prince Edward Island	4	29	75,701	20,661	198,073	364,807	580,908
Nova Scotia	25	257	827,325	161,492	1,708,170	3,688,760	5,538,944
New Brunswick	21	206	636,519	159,106	1,210,035	2,204,319	3,567,673
Quebec	171	2,780	10,579,651	1,464,565	20,287,848	49,181,587	70,895,033
Ontario	162	2,933	11,921,316	1,484,599	17,912,983	38,729,860	57,509,739
Manitoba	19	359	1,359,538	207,714	2,790,499	4,950,903	7,953,399
Saskatchewan	27	272	942,097	240,783	2,076,602	3,583,855	5,892,223
Alberta	26	359	1,270,497	277,198	2,708,810	5,431,948	8,414,826
British Columbia, Yukon and Northwest Territories	36	422	1,557,327	253,456	2,685,093	5,799,856	8,714,798
Canada	502	7,840	29,765,769	4,381,157	52,871,111	116,068,270	172,647,090

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.

TABLE 2. Inventory Values, 1961

Provinces	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total inventory
dollars				
Opening inventory: ¹				
Newfoundland	367,366	446	90,526	458,338
Prince Edward Island	15,674	—	1,328	17,002
Nova Scotia	135,269	44	56,530	191,843
New Brunswick	153,444	2,776	30,129	186,349
Quebec	2,494,754	23,256	568,828	3,086,838
Ontario	2,584,634	11,920	795,391	3,391,945
Manitoba	257,678	2,304	64,673	324,655
Saskatchewan	157,946	732	73,542	332,220
Alberta	225,099	719	107,978	333,796
British Columbia, Yukon and Northwest Territories	319,147	3,585	94,866	417,598
Canada	6,711,011	45,782	1,883,791	8,640,584
Closing inventory:				
Newfoundland	323,035	358	48,023	371,416
Prince Edward Island	14,919	—	3,961	18,880
Nova Scotia	144,039	58	75,994	220,091
New Brunswick	159,305	2,855	35,837	197,997
Quebec	2,585,767	32,611	598,440	3,216,818
Ontario	2,516,474	16,460	1,408,554	3,941,488
Manitoba	276,832	2,794	59,900	339,526
Saskatchewan	168,361	—	83,291	251,652
Alberta	245,132	1,003	110,824	356,959
British Columbia, Yukon and Northwest Territories	318,774	4,182	117,876	440,832
Canada	6,752,638	60,321	2,542,700	9,355,659

¹ The opening inventory for 1961 differs from the closing inventory for 1960 because of the receipt of revised data, the inclusion of new establishments, the removal of figures for establishments which did not operate during 1961, changes in classification, and the implementation of the New Establishment Concept.

TABLE 3. Principal Statistics of Soft Drink Manufacturers grouped according to Number of Employees, 1960 and 1961

Number of employees	Estab- lish- ments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
1960¹						
Under 5 employees	120	318	798,394	206,751	1,616,297	4,526,957
5 to 14 employees	283	2,430	7,719,442	1,702,582	16,603,854	46,518,955
15 " 49 "	87	2,141	7,899,025	1,121,083	14,005,632	45,413,335
50 " 99 "	14	924	3,949,992	408,604	6,117,444	22,534,523
100 " 199 "	8	1,996	8,978,736	735,897	11,182,725	46,382,275
200 " 499 "	2					
Totals	514	7,809	29,345,589	4,174,917	49,525,952	165,376,045
1961						
Under 5 employees	110	311	804,596	215,359	1,821,704	4,769,881
5 to 14 employees	271	2,258	7,214,736	1,678,529	16,322,111	45,227,444
15 " 49 "	98	2,376	8,953,815	1,307,689	16,950,557	51,949,083
50 " 99 "	14	995	4,264,193	499,845	6,827,956	26,861,740
100 " 199 "	7	1,900	8,528,429	679,735	10,948,783	43,838,942
200 " 499 "	2					
Totals	502	7,840	29,765,769	4,381,157	52,871,111	172,647,090

¹ Based on the revised 1960 Standard Industrial Classification without revisions for the New Establishment Concept.

TABLE 4. Principal Statistics of Soft Drink Manufacturers grouped according to Size of Establishments, 1960 and 1961

Size of establishments	Estab- lish- ments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
1960¹						
Under \$10,000	22	26	37,402	7,017	40,677	131,952
\$ 10,000 to \$ 24,999	31	61	138,287	23,293	187,727	523,110
25,000 " 49,999	41	142	370,401	65,328	609,895	1,562,443
50,000 " 99,999	103	584	1,537,338	343,678	2,813,271	7,763,753
100,000 " 199,999	129	1,132	3,358,733	766,243	6,854,395	18,872,029
200,000 " 499,999	129	1,801	6,488,582	1,228,621	13,152,773	39,042,335
500,000 " 999,999	28	916	3,549,167	413,001	5,830,939	18,458,683
1,000,000 " 4,999,999	29	3,147	13,865,679	1,327,736	20,036,275	79,021,740
5,000,000 and over	2					
Totals	514	7,809	29,345,589	4,174,917	49,525,952	165,376,045
1961						
Under \$10,000	20	29	41,973	7,295	40,483	127,979
\$ 10,000 to \$ 24,999	22	51	103,161	14,574	127,613	387,928
25,000 " 49,999	37	132	313,505	58,322	537,317	1,388,501
50,000 " 99,999	93	478	1,349,181	310,165	2,564,885	6,959,399
100,000 " 199,999	129	1,057	3,146,285	777,188	6,955,196	18,839,826
200,000 " 499,999	141	2,053	7,378,171	1,394,717	14,728,434	43,222,477
500,000 " 999,999	28	799	3,101,269	425,355	6,360,270	18,893,723
1,000,000 " 4,999,999	29	3,241	14,332,224	1,393,541	21,556,913	82,827,257
5,000,000 and over	3					
Totals	502	7,840	29,765,769	4,381,157	52,871,111	172,647,090

¹ Based on the revised 1960 Standard Industrial Classification without revisions for the New Establishment Concept.

TABLE 5. Principal Statistics of Soft Drink Manufacturers grouped according to Type of Ownership, 1960 and 1961

Type of ownership	Estab-lish-ments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
	number		dollars			
1960¹						
Individual ownership	104	441	1,165,596	252,493	2,370,126	6,202,887
Partnerships	52	343	973,701	179,678	1,838,789	5,209,505
Incorporated companies	358	7,025	27,206,292	3,742,746	45,317,037	153,963,653
Totals	514	7,809	29,345,589	4,174,917	49,525,952	165,376,045
1961						
Individual ownership	94	398	1,035,931	257,987	2,287,758	5,890,029
Partnerships	43	280	878,979	174,640	1,746,441	4,955,751
Incorporated companies	365	7,162	27,850,859	3,948,530	48,836,912	161,801,310
Totals	502	7,840	29,765,769	4,381,157	52,871,111	172,647,090

¹ Based on the revised 1960 Standard Industrial Classification without revisions for the New Establishment Concept.

TABLE 6. Factory Shipments, 1960 and 1961

Products shipped	1960 ¹		1961		
	Quantity	Selling value at plant	Quantity	Selling value at plant	
		\$		\$	
Soft drinks:					
Carbonated: Bottled—12 oz. and under ²	Cases of 24	102,936,539	121,795,809	106,292,387	129,919,423
Bottled—over 12 oz.	“ “ 12	12,623,889	19,317,535	13,764,175	20,404,096
Canned ²	“ “ 24	486,566	852,076	885,692	1,737,964
Spruce beer	“ “ 24	421,023	501,945	394,572	460,605
All other n.e.s.	Imp. gal.	3,203,258	2,214,874	4,227,673	3,118,243
Totals, soft drinks	144,682,239	...	155,640,331
Syrups and concentrates, bottlers:					
For sale	Imp. gal.	5,022,147	16,327,089	4,340,974	17,175,627
For own use	“	4,476,695	...	3,334,970	...
Syrups sold to fountain trade	“	1,821,326	3,924,786	1,899,545	4,340,623
All other products	128,385	...	483,485
Amount received in payment for work done on materials owned by others	313,546	...	276,027
Totals	165,376,045	...	177,916,093
Less:					
Adjustment for value of sales taxes, excise duties and outward transportation charges which were not deducted from individual commodity items detailed above					5,269,003
1961 adjusted total	172,647,090

¹ Based on the revised 1960 Standard Industrial Classification without revisions for the New Establishment Concept.

	1960	1961
² Average gallons per case — 12 oz. and under	1.24	1.22
Over 12 oz.	2.11	2.09
Canned	1.56	1.60

TABLE 7. Factory Shipments of Soft Drinks, All Industries, 1939 - 61

	Shipments of carbonated beverages (bottles, canned and bulk)					
	Made in carbonated beverages industry		Made in other industries		Total	
	Quantity	Value	Quantity	Value	Quantity	Value
	gallons	\$	gallons	\$	gallons	\$
1939	42,658,507	25,606,519	1,297,176	655,979	43,955,683	26,262,498
1940	51,490,465	30,220,820	1,447,195	659,775	52,937,660	30,880,595
1941	58,202,453	36,429,014	1,601,430	725,541	59,803,883	37,154,555
1942	56,794,605	35,842,634	1,479,369	803,751	58,273,974	36,646,385
1943	56,617,256	35,969,146	1,403,236	816,176	58,020,492	36,785,322
1944	62,838,491	39,855,108	1,387,572	883,069	64,226,063	40,738,177
1945	50,315,637	33,995,553	1,019,716	602,000	51,335,353	34,597,553
1946	54,784,455	36,408,366	944,281	648,847	55,728,736	37,057,213
1947	68,186,101	47,164,458	1,227,160	951,459	69,413,261	48,115,917
1948	84,192,375	56,401,498	1,476,339	947,530	85,668,714	57,349,028
1949	99,251,488	72,049,318	1,936,466	1,094,486	101,187,954	73,143,804
1950	100,844,654	72,963,472	1,864,414	1,151,934	102,709,068	74,115,406
1951	93,032,895	76,135,375	1,770,312	1,150,175	94,803,207	77,285,550
1952 ¹	101,395,491	88,298,503	2,077,116	1,511,302	103,472,607	89,809,805
1953	107,892,389	92,367,408	2,282,435	1,709,094	110,174,824	94,076,502
1954	103,815,984	91,251,561	2,114,897	1,519,192	105,930,881	92,770,753
1955	116,300,000	102,082,907	2,141,866	1,568,799	118,441,866	103,651,706
1956	120,979,325	105,780,198	2,212,352	1,934,738	123,191,677	107,714,936
1957	134,714,493	121,002,703	2,436,615	2,269,320	137,151,108	123,272,023
1958	144,906,991	131,590,061	2,289,086	2,289,177	147,196,077	133,879,238
1959	155,177,716	140,439,641	2,285,066	2,296,215	157,462,782	142,735,856
1960	157,609,248	143,781,194	1,966,282	1,963,335	159,575,530	145,744,529
1961	163,724,273	154,648,169	775,338	828,876	164,499,611	155,477,045

¹ In 1952 and previous years the basis of collection was "Production".

TABLE 8. Materials Used in the Soft Drink Manufacturers, 1960 and 1961

Materials	1960 ¹		1961	
	Quantity	Cost at plant	Quantity	Cost at plant
	lb.	\$	lb.	\$
Carbon dioxide gas, in cylinders, tanks, etc.	17,770,017	1,456,755	19,123,768	1,588,649
Carbon dioxide, solid	479,106	29,511	569,061	38,267
Sugar	180,635,806	13,402,002	192,351,854	14,507,649
Glucose	—	—	—	—
Citric acid	984,567	273,753	1,009,916	266,658
Tartaric acid	33,909	12,968	27,084	11,002
Syrups, concentrates and flavours	17,994,818	...	18,517,691
Cartons, labels, crowns, corks, caps, etc.	8,786,443	...	9,624,238
All other materials, including chemicals	5,356,456	...	5,888,995
Operating, maintenance and repair supplies, except fuel	...	2,038,217	...	2,236,197
Amount paid out to others for work done	175,029	...	191,765
Totals	49,525,952	...	52,871,111
New bottles purchased during year	7,534,366	...	8,678,777
New wood cases purchased during year	1,732,955	...	1,976,491

¹ Based on the revised 1960 Standard Industrial Classification without revisions for the New Establishment Concept.

Note: No detailed information on materials used was collected from small establishments. The estimated value of materials used by these establishments (excluding estimates made for C O₂ gas) was \$4,106,630 in 1961 and this amount is included in "all other materials." The value of shipments of these small establishments was \$11,327,122.

TABLE 9. Employees, Salaries and Wages by Provinces, 1960 and 1961

	Average					Salaries and wages		
	On salaries		On wages		Total	Salaries	Wages	Total salaries and wages
	Male	Female	Male	Female				
	number					dollars		
1960¹								
Newfoundland	35	7	92	33	167	175,423	344,401	519,824
Prince Edward Island	7	3	21	4	35	34,765	53,480	88,245
Nova Scotia	77	24	177	8	286	438,375	468,583	906,958
New Brunswick	47	23	153	5	228	287,408	403,070	690,478
Quebec	681	209	1,845	49	2,784	4,377,002	6,042,834	10,419,836
Ontario	796	358	1,654	82	2,890	5,756,327	5,825,164	11,581,491
Manitoba	92	37	198	24	351	605,125	707,125	1,312,250
Saskatchewan	53	25	166	26	270	376,323	569,405	945,728
Alberta	87	40	203	40	370	563,963	745,974	1,309,937
British Columbia, Yukon and Northwest Territories	117	53	228	30	428	758,794	812,048	1,570,842
Canada	1,992	779	4,737	301	7,809	13,373,505	15,972,084	29,345,589
1961								
Newfoundland	40	9	136	38	223	217,880	377,918	595,798
Prince Edward Island	5	1	19	4	29	20,320	55,381	75,701
Nova Scotia	62	20	171	4	257	369,290	458,035	827,325
New Brunswick	36	23	142	5	206	288,817	347,702	636,519
Quebec	659	243	1,830	48	2,780	4,519,266	6,060,385	10,579,651
Ontario	808	367	1,677	81	2,933	5,969,689	5,951,627	11,921,316
Manitoba	105	36	197	21	359	645,302	714,236	1,359,538
Saskatchewan	52	25	168	27	272	364,061	578,036	942,097
Alberta	73	44	206	36	359	500,757	769,740	1,270,497
British Columbia, Yukon and Northwest Territories	97	61	242	22	422	720,844	836,483	1,557,327
Canada	1,937	829	4,788	286	7,840	13,616,226	16,149,543	29,765,769

¹ Based on the revised 1960 Standard Industrial Classification without revisions for the New Establishment Concept.

TABLE 10. Production Workers, by Months, 1961

	Establishments reporting monthly detail ¹		Establishments reporting quarterly detail ²	
	Male	Female	Male	Female
January	3,311	172		
February	3,260	165		
March	3,344 3,340	180	560	56
April	3,481	179		
May	3,698	192		
June	3,977 4,002	203	734	74
July	4,093	201		
August	4,025	209		
September	3,441 3,716	196	676	68
October	3,547	182		
November	3,487	184		
December	3,578 3,571	182	605	256
Average for establishments reporting monthly detail			3,624	190
Average for establishments reporting quarterly detail			653	67
Average for small establishments ³			511	29
Average for all establishments			4,784	286

¹ The number of production workers, by months, was collected only for large establishments.

² The number of production workers, by quarters, was collected only for medium-size establishments.

³ The monthly detail of production workers was not collected from small establishments. Only annual averages were collected from these establishments.



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TABLE 11. Consumption of Fuel and Electricity, 1961

Kind	Quantity	Cost at plant
		\$
1. Establishments reporting commodity detail:¹		
Bituminous coal:		
(a) From Canadian mines	ton	2,418
(b) Imported	"	1,891
Sub-bituminous coal (from Alberta mines only)	—	—
Anthracite coal	ton	374
Lignite coal	"	1,225
Coke	"	161
Gasoline (including gasoline used in cars and trucks)	Imp. gal.	5,565,866
Fuel oil including kerosene or coal oil	"	4,135,068
Wood	cord	—
Gas:		
(a) Liquefied petroleum gases	Imp. gal.	117,677
(b) Other manufactured gas	M cu. ft.	—
(c) Natural gas	"	140,397
Other fuel	187
Electricity purchased	kwh.	31,134,886
Steam purchased	lb.	900,000
2. Establishments reporting group detail:²		
Cost of fuel	606,835
Cost of electricity	102,683
3. Estimate for establishments for which no data were collected:³		
Cost of fuel and electricity	515,880
4. All establishments:		
Total cost of fuel and electricity	4,381,157

¹ Large establishments.
² Medium-size establishments.
³ Small establishments.