

THE AERATED WATERS, CIDER, VINEGAR AND BRITISH WINE TRADES

Note.—For information regarding the scope of the Census, instructions given to firms for making returns, and definitions of the terms used in this report, reference should be made to the Introductory Notes on pages v to xviii.

Introductory

These trades comprise firms that were engaged wholly or mainly in the production of table waters, cider, British wines, vinegar, etc.

The following table shows the main results of the Censuses of 1930 and 1924 in respect of firms in Great Britain that employed an average of more than ten persons :—

Particulars	Unit	1930	1924
Value of goods made (Gross output)	£'000	8,414	8,685
Cost of materials used	"	3,256	3,819
Paid for work given out to other firms	"	4	*
Estimated Excise duty	"	450	370
Net output (excluding estimated Excise duty)	"	4,704	4,496
Average number of persons employed	No.	14,900	14,000
Net output per person employed †	£	316	321
Power available :—			
Prime movers	H.P.	3,143	4,076
Electric motors driven by purchased electricity	"	7,875	6,086
Number of returns	No.	370	413
Number of establishments	"	443	‡

* Not ascertained. † Excluding estimated Excise duty. ‡ Not available.

Deficiencies in 1930 aggregates.—The aggregate number of persons employed in 1930 by firms that stated that they employed not more than ten persons on the average was 5,614, the corresponding figure for 1924 being 4,394. In addition, 51 firms to which schedules were sent at the 1930 Census and 180 at that of 1924 furnished no information; these firms either had small businesses or had ceased productive operations before the end of the census year.

The value of the gross output of the small firms in 1924 was £1,907,000, and particulars of the items included in this figure are given below:—

Kind of goods	Quantity	Value
	Th. galls.	£'000
Table waters	9,382	1,157
Cider and perry	788	58
British-made wine	11	8
Lime and lemon juice	80	23
Other fruit juices, syrups and cordials	25	9
Non-alcoholic drinks brewed (ginger beer, herb beer, etc.)	134
Beer and ale purchased and bottled	401
Other liquors purchased and bottled	25
Other beverages	10
Vinegar and acetic acid for table use	1,226	70
Other goods	12
TOTAL	1,907

Of the total recorded output in 1924 of table waters, ginger beer and other brewed non-alcoholic drinks, and cider and perry, about 24 per cent., 30 per cent., and 12 per cent. respectively were made by firms employing not more than ten persons on the average.

Size of firms.—In the following table the main particulars recorded at the Census of 1930 are grouped according to the average numbers of persons shown in the returns:—

Size of firm (average numbers employed)	Number of returns	Gross output	Net output*	Average number of persons employed	Net output per person employed*
	No.	£'000	£'000	No.	£
11-24	197	1,638	794	3,249	244
25-49	110	2,045	1,075	3,822	281
50-99	41	1,726	849	2,774	306
100-199	13	1,289	810	1,964	412
200-299	6	1,087	757	1,476	513
300-999	3	629	419	1,615	260
TOTAL	370	8,414	4,704	14,900	316

* Excluding estimated Excise duty.

Regional distribution.—In the following table the results recorded at the Censuses of 1930 and 1924 are grouped according

to the principal areas* of Great Britain in which firms in these trades are situated:—

Area	Number of returns	Gross output	Net output†	Average number of persons employed	Net output per person employed†	
		£'000	£'000	No.	£	
1	1930	59	3,029	1,824	5,017	364
	1924	69	3,341	1,846	4,494	411
2	1930	59	981	499	1,793	278
	1924	60	1,080	496	1,764	281
3	1930	38	528	293	1,014	289
	1924	44	567	293	1,019	288
4	1930	18	219	90	402	223
	1924	28	388	148	596	248
5	1930	30	643	404	1,185	341
	1924	32	692	382	1,186	322
6	1930	99	1,869	1,046	3,060	342
	1924	112	1,645	888	2,849	312
7 and 8...	1930	16	248	120	610	198
	1924	14	179	81	504	161
9	1930	13	399	234	791	296
	1924	14	328	162	659	246
10	1930	38	498	194	1,028	189
	1924	40	465	200	929	215
TOTAL	1930	370	8,414	4,704	14,900	316
	1924	413	8,685	4,496	14,000	321

† Excluding estimated Excise duty.

Northern Ireland.—The following table summarises the particulars recorded at the Census of Production taken by the Government of Northern Ireland for 1930, together with those furnished at the 1924 Census. The 1930 figures relate to firms that employed an average of more than *five* persons, while those for 1924 relate to all firms.

Particulars	Unit	1930	1924
Value of goods made (Gross output)	£'000	294	460
Cost of materials used	„	149	235
Net output	„	145	225
Average number of persons employed	No.	717	901
Net output per person employed	£	202	249
Power available:—			
Prime movers	H.P.	223	355
Electric motors driven by purchased electricity	„	163	167

The items included in the gross output values shown in the above table were as follows:—

* For particulars see page xviii.

Kind of goods	1930		1924	
	Quantity	Value	Quantity	Value
	Th. galls.	£'000	Th. galls.	£'000
Table waters	1,343	206	1,404	281
Cider and perry	6	1	33	4
Lime and lemon juice	5	2	1	*
Other fruit juices and cordials	24	9	5	2
Ginger beer, herb beer and other non-alcoholic drinks, brewed	3	...	1
Other beverages	1	1	—	—
Beer, ale, stout and porter, purchased and bottled	238	68	...	161
Other liquors purchased and bottled	16	4	...	11
TOTAL	294	...	460

* Less than £500.

Production

Principal products.—The following table shows the value and, where available, the quantity of table waters, cider, vinegar, etc., made in 1930 and 1924 for sale. Firms were requested to state against the heading "Table waters" all aerated and mineral waters, but not liquors for consumption only in a diluted form, which were required to be entered against other headings, e.g., "Lime and lemon juice" or "Other fruit juices, syrups and cordials". In the case of British wine and other dutiable goods for home consumption the value was stated inclusive of Excise duty, but the value of such goods for export was recorded less drawbacks.

Kind of goods	1930						1924	
	Returned on schedules for						Total	
	The Aerated Waters, Cider, Vinegar and British Wine Trades			All trades				
	Quantity	Value	Ent-ries	Quantity	Value	Ent-ries	Quantity	Value
	Th. galls.	£'000	No.	Th. galls.	£'000	No.	Th. galls.	£'000
Table waters	35,909	3,990	290	36,788	4,075	308	29,190	4,044
	*	116	20	*	351	90		
Cider and perry	6,642	756	66	6,782	767	70	5,918	615
Wine, British-made	2,082	500	34	2,385	573	39	1,949	448
Lime and lemon juice	1,074	388	74	1,085	390	80	833	316
Other fruit juices, syrups and cordials	650	258	192	1,004	367	236	111	46
	*	57	7	*	131	20	*	110
Ginger beer, herb beer and other non-alcoholic drinks brewed	297	112	...	320	132	...	311
Other beverages	36	14	...	36	14	...	13
Vinegar and acetic acid for table use	12,987	783	95	14,571	948	147	14,201	1,032
TOTAL—PRINCIPAL PRODUCTS	7,181	7,958	6,935

* Quantity not stated.

Prices.—The average selling values of table waters, cider, etc. in 1930 and 1924, as calculated from the Census returns, are shown in the following table. It should be borne in mind that these comparisons do not take account of any changes that may have occurred since the earlier year in the quality or type of goods included under the specified descriptions.

Kind of goods	Average value		1930 as a percentage of 1924
	1930	1924	
	s. per gall.	s. per gall.	Per cent.
Table waters	2.22	2.77	80.1
Cider and perry	2.26	2.08	108.6
Wine, British-made	4.80	4.59	104.6
Lime and lemon juice	7.20	7.59	94.9
Other fruit juices, syrups and cordials	7.31	8.25	88.6
Vinegar and acetic acid for table use	1.30	1.45	89.7

Unsweetened table waters were liable to an Excise duty of 8d. per gallon throughout 1930 and 1924, and sweetened table waters and herb beer to a duty of 2d. per gallon up to August 1st, 1924. British-made wine was subject to an Excise duty of 1s. 6d. per gallon during 1930.

Volume of production in 1930 and 1924.—The following table compares the volume of production of table waters, cider, vinegar, etc. in 1930 and 1924:—

Kind of goods	Total production			1930 as a percentage of 1934
	1930	1924		
	As returned	As returned	At 1930 average values	Per cent.
	£'000	£'000	£'000	
Table waters	4,426	4,044	3,239	137
Cider and perry	767	615	668	115
Wine, British-made	573	448	469	122
Lime and lemon juice	390	316	300	130
Other fruit juices, syrups and cordials	498	156	138	361
Ginger beer, herb beer and other non-alcoholic drinks	320	311	280*	127
Other beverages	36	13		
Vinegar and acetic acid	948	1,032	875	107
TOTAL	7,958	6,935	5,969	133

* Based on average values of preceding items.

Exports and imports.—Owing to the deficiencies in the aggregate output for 1930 due to the exclusion of the small firms, comparison cannot be made between the exports and retained imports for that year and the recorded figures of production. The following table shows the quantity and value of the goods specified exported from the United Kingdom in 1930 and 1924 together with similar particulars respecting retained imports.

Kind of goods	Exports		Retained imports	
	Quantity	Value	Quantity	Value
	Th. galls.	£'000	Th. galls.	£'000
Table waters	1930	347	1,133	214
	1924	434	878	173
Cider and perry	1930	143	754	25
	1924	124	1,114	50
Vinegar and acetic acid for table use	1930	504	530	83
	1924	606	276	50
Fruit juice, not fortified with spirits	1930	270	1,700*	244*
	1924	207	1,032*	196*
Wine, British-made	1930	13	—	—
	1924	16	—	—

* Fruit juice, unfermented, not containing added spirit or added sweetening matter and not liable to duty as table water.

Other products.—In addition to the output shown in the table of principal products on page 206, the following goods were produced in 1930 and 1924 by firms that made their returns on schedules for the Aerated Waters, Cider, Vinegar, etc. Trades. These goods are dealt with in the reports on those trades in which the principal output was recorded.

Kind of goods	1930	1924
	Value	Value
	£'000	£'000
Beer, ale, stout and porter, purchased and bottled	916	1,757
Other liquors purchased and bottled... ..	262	408
Powders, flavours and essences	4	109
Pickles, sauces and condiments	25	46
Miscellaneous foodstuffs	3	42
Other goods made	23	20
TOTAL	1,233	2,382

Employment and Wages

Employment.—The following table shows the average numbers of persons employed in 1930 and 1924 :—

Persons employed	Males		Females		Total	
	Under 18	All ages	Under 18	All ages	Under 18	All ages
1930						
Operatives (average for the year)	967	8,100	663	3,869	1,630	11,969
Administrative, technical and clerical staff (as at 18th October)	139	2,296	79	635	218	2,931
TOTAL	1,106	10,396	742	4,504	1,848	14,900
1924						
Operatives (average for the year)	677	6,993	592	4,234	1,269	11,227
Administrative, technical and clerical staff (as at 18th October)	116	2,139	77	634	193	2,773
TOTAL	793	9,132	669	4,868	1,462	14,000

Wages.—The available information as to the amount of wages paid in 1930 and 1924 is given on pages 18 and 19.

Power

The following table shows the capacity of prime movers, electric generators and electric motors ordinarily in use and in reserve or idle in 1930 and 1924 :—

Power equipment	1930			1924		
	Ordinarily in use	In reserve or idle	Total	Ordinarily in use	In reserve or idle	Total
	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.
PRIME MOVERS						
Reciprocating steam engines	893	239	1,132	1,153	382	1,535
Steam turbines	40	—	40	50	—	50
Internal combustion engines :—						
Gas	832	360	1,192	1,648	293	1,941
Petrol, kerosene, or other light oils	131	26	157	334	23	357
Heavy oils	575	7	582	93	25	118
Water engines	40	—	40	39	36	75
TOTAL	2,511	632	3,143	3,317	759	4,076

Power equipment	1930			1924		
	Ordinarily in use	In reserve or idle	Total	Ordinarily in use	In reserve or idle	Total
ELECTRIC GENERATORS	Kw.	Kw.	Kw.	Kw.	Kw.	Kw.
Driven by						
Reciprocating steam engines	21	—	21	114	1	115
Steam turbines	36	—	36	8	—	8
Internal combustion engines :—						
Gas	12	9	21	56	—	56
Petrol, kerosene, or other light oils	6	—	6	8	—	8
Heavy oils	92	—	92	20	—	20
TOTAL	167	9	176	206	1	207
ELECTRIC MOTORS	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.
Driven by						
Electricity generated in same works	93	—	93	304	9	313
Purchased electricity	7,142	733	7,875	5,519	567	6,086
TOTAL	7,235	733	7,968	5,823	576	6,399

Consumption of fuel

The following table shows the quantities of coal, coke and electricity recorded as used in 1930 :—

Kind of fuel used	For power (driving engines)	For other purposes (so far as recorded)
	Tons	Tons
Coal... ..	8,530	14,856*
Coke	1,784	5,731*
		B.T.U. (Kw.-hrs.) '000
Electricity used for all purposes :—		
Generated in same works		122
Purchased		3,844
TOTAL—Electricity		3,966

* These figures were recorded by firms representing 94·8 per cent. of the net output of the whole trade.

TABLES

I. Summary of results

Particulars	Unit	England and Wales	Scotland	Great Britain
Value of goods made (Gross output) ...	£'000	7,517	897	8,414
Cost of materials used	„	2,845	411	3,256
Paid for work given out to other firms	„	4	*	4
Estimated Excise duty	„	392	58	450
Net output (excluding duty)	„	4,276	428	4,704
Average number of persons employed...	No.	13,081	1,819	14,900
Net output per person employed (excluding duty)	£	327	235	316
Power available :—				
Prime movers	H.P.	2,979	164	3,143
Electric motors driven by purchased electricity	„	6,782	1,093	7,875

* Less than £500.

II. Production

Kind of goods made	Unit	England and Wales	Scotland	Great Britain
Table waters ... { Quantity stated {	Th. galls.	29,032	6,877	35,909
... { Quantity not stated {	£'000	3,340	650	3,990
... {	„	105	11	116
Cider and perry	Th. galls.	6,589	53	6,642
... ..	£'000	739	17	756
Wine, British-made	Th. galls.	†	†	2,082
... ..	£'000	†	†	500
Lime and lemon juice	Th. galls.	1,072	2	1,074
... ..	£'000	388	*	388
Other fruit juices, syrups and cordials	Th. galls.	622	28	650
... .. { Quantity stated {	£'000	245	13	258
... .. { Quantity not stated {	£'000	57	—	57
Ginger beer, herb beer and other non-alcoholic drinks brewed	„	291	6	297
Other beverages	„	36	*	36
Vinegar and acetic acid for table use {	Th. galls.	†	†	12,987
... .. {	£'000	†	†	783
Beer, ale, stout and porter, purchased and bottled	„	765	151	916
Other liquors purchased and bottled	„	255	7	262
Powders, flavours and essences	„	4	*	4
Pickles, sauces and condiments	„	25	—	25
Miscellaneous foodstuffs	„	3	—	3
Other goods made	„	23	*	23
TOTAL VALUE OF GOODS MADE (GROSS OUTPUT)	„	7,517	897	8,414

† Owing to the possible disclosure of information relating to individual firms, separate particulars for England and Wales and for Scotland cannot be given.

* Less than £500.

III. Employment

A.—NUMBERS EMPLOYED IN WEEK ENDED 18TH OCTOBER, 1930

Persons employed	Males		Females		Males and females	
	Under 18	All ages	Under 18	All ages	Under 18	All ages
<i>England and Wales :—</i>						
Operatives	822	7,041	571	3,274	1,393	10,315
Administrative, etc.* ...	138	2,128	70	522	208	2,650
TOTAL	960	9,169	641	3,796	1,601	12,965
<i>Scotland :—</i>						
Operatives	134	964	84	550	218	1,514
Administrative, etc.* ...	1	168	9	113	10	281
TOTAL	135	1,132	93	663	228	1,795
<i>Great Britain :—</i>						
Operatives	956	8,005	655	3,824	1,611	11,829
Administrative, etc.* ...	139	2,296	79	635	218	2,931
TOTAL	1,095	10,301	734	4,459	1,829	14,760

* Administrative, technical and clerical staff.

B.—OPERATIVES EMPLOYED IN ONE WEEK IN EACH MONTH OF 1930

Week ended	Males and females			Week ended	Males and females		
	England and Wales	Scotland	Great Britain		England and Wales	Scotland	Great Britain
Jan. 18 ...	9,682	1,457	11,139	July 19 ...	11,714	1,722	13,436
Feb. 15 ...	9,605	1,422	11,027	Aug. 16 ...	10,916	1,669	12,585
Mar. 15 ...	9,605	1,413	11,018	Sept. 13 ...	11,275	1,629	12,904
April 12 ...	10,017	1,445	11,462	Oct. 18 ...	10,315	1,514	11,829
May 17 ...	10,584	1,549	12,133	Nov. 15 ...	10,166	1,474	11,640
June 21 ...	11,347	1,693	13,040	Dec. 13 ...	9,943	1,474	11,417
AVERAGE FOR THE TWELVE MONTHS	10,431	1,538	11,969

IV. Power

PARTICULARS OF PRIME MOVERS, ELECTRIC GENERATORS AND ELECTRIC MOTORS

Power equipment	England and Wales		Scotland		Great Britain	
	Ordinarily in use	In reserve or idle	Ordinarily in use	In reserve or idle	Ordinarily in use	In reserve or idle
PRIME MOVERS						
Reciprocating steam engines	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.
848	215	45	24	893	239	
Steam turbines	40	—	—	—	40	—
Internal combustion engines :—						
Gas	750	353	82	7	832	360
Petrol, kerosene, or other light oils ...	125	26	6	—	131	26
Heavy oils	575	7	—	—	575	7
Water engines	40	—	—	—	40	—
TOTAL	2,378	601	133	31	2,511	632
TOTAL OF PRIME MOVERS INSTALLED	2,979		164		3,143	
ELECTRIC GENERATORS						
Driven by						
Reciprocating steam engines	Kw.	Kw.	Kw.	Kw.	Kw.	Kw.
21	—	—	—	—	21	—
Steam turbines	36	—	—	—	36	—
Internal combustion engines :—						
Gas	12	9	—	—	12	9
Petrol, kerosene, or other light oils	6	—	—	—	6	—
Heavy oils	92	—	—	—	92	—
TOTAL	167	9	—	—	167	9
TOTAL OF ELECTRIC GENERATORS INSTALLED	176		—		176	
ELECTRIC MOTORS						
Driven by						
Electricity generated in same works ...	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.
93	—	—	—	—	93	—
Purchased electricity	6,194	588	948	145	7,142	733
TOTAL	6,287	588	948	145	7,235	733
TOTAL OF ELECTRIC MOTORS INSTALLED	6,875		1,093		7,968	

V. Consumption of fuel

Kind of fuel used	England and Wales	Scotland	Great Britain
	Tons	Tons	Tons
Coal used for power	8,125	405	8,530
Coke used for power	1,784	—	1,784
	B.T.U. (Kw.-hrs.)	B.T.U. (Kw.-hrs.)	B.T.U. (Kw.-hrs.)
Electricity used for all purposes :—	'000	'000	'000
Generated in same works	122	—	122
Purchased	3,309	535	3,844
TOTAL—Electricity	3,431	535	3,966