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*W.D. Euler*

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**CANADA**  
**DEPARTMENT OF TRADE AND COMMERCE**  
**DOMINION BUREAU OF STATISTICS**  
**CENSUS OF INDUSTRY**  
**GENERAL MANUFACTURES BRANCH**

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**REPORT**  
**ON THE**  
**WINE INDUSTRY**  
**IN**  
**CANADA**  
**1937**

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OTTAWA  
1939

Price 25 cents



DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
GENERAL MANUFACTURES BRANCH  
OTTAWA - CANADA

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THE WINE INDUSTRY IN CANADA, 1937.

The wine industry in Canada is confined to a few localities such as the Niagara Peninsula in Ontario and the Okanagan Valley in British Columbia where climatic conditions for the cultivation of grapes and berries suitable for wine are favourable. In this industry in 1937 there were 41 establishments, located by provinces as follows: Quebec, 1, Ontario 33, Saskatchewan 1, and British Columbia 6. These plants reported a capital investment of \$7,203,906, an average employment of 646 persons who received \$777,531 in salaries and wages, and a net value of production amounting to \$3,783,076. Wines produced during the year and placed in storage for maturing totalled 3,481,884 gallons with an inventory value of \$1,185,905 while the fermented wines bottled or sold in bulk during the year totalled 3,283,989 gallons valued at \$4,553,369. Other products were valued at \$223,119. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1937 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1937. For detailed production statistics see table 2.

The wine industry consists of two distinct operations, viz., (1) production of wines which are placed in storage for maturing and which are, therefore, not sold during the current year and (2) bottling or shipping in bulk of matured wines which have been produced in previous years. Compared with the previous year, the industry reported increases of \$256,628 in the capital invested, \$752,391 in materials used, \$1,021,176 in the net value of production and 84 in the number of employees and salary and wage payments of \$83,348. Production of wine in 1937 amounting to 3,481,884 gallons represents an increase of 1,851,491 gallons, while the sales amounting to 3,283,989 gallons represent an increase of 533,696 gallons. It is interesting to note that the Province of Ontario produced over 92 per cent of the total output of the industry.

Large quantities of wine are also imported annually into Canada. In 1937 the imports of sparkling and non-sparkling wines were valued at \$1,043,298 as compared with a net domestic production valued at \$3,783,076. Exports of wines were valued at \$9,082 in 1937.

Detailed statistics of production, employment, capital invested, imports and exports, etc., are given in the tables following.

THE WINE INDUSTRY IN CANADA, 1957.

Table 1. -- Summary of Principal Statistics by Provinces, 1951 to 1957.

Year and Provinces	Estab-lish-ments	Capital Invested	Em-ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	\$	No.	\$	\$	\$
<u>1 9 3 1</u>						
CANADA .....	61	8,685,821	455	526,683	1,591,154	3,276,847
Ontario .....	52	7,758,760	425	494,896	1,446,640	2,999,560
Other Provinces ..	9	927,061	30	31,787	144,514	277,287
<u>1 9 3 2</u>						
CANADA .....	55	8,073,041	454	555,403	1,576,884	2,959,066
Ontario .....	49	7,284,862	428	522,564	1,493,639	2,732,392
Other Provinces ..	6	788,179	26	32,839	83,245	226,674
<u>1 9 3 3</u>						
CANADA .....	56	7,750,832	451	552,427	1,328,539	2,646,216
Ontario .....	50	7,035,080	425	521,124	1,245,368	2,374,023
Other Provinces ..	6	715,752	26	31,303	83,171	272,193
<u>1 9 3 4</u>						
CANADA .....	55	8,109,344	557	613,670	1,811,418	3,566,159
Ontario .....	48	7,355,083	517	569,406	1,661,087	3,238,879
Other Provinces ..	7	754,261	40	44,264	150,331	327,280
<u>1 9 3 5</u>						
CANADA .....	50	7,336,583	621	646,677	1,496,968	3,152,238
Ontario .....	42	6,345,822	567	581,618	1,355,356	2,804,813
Other Provinces ..	8	990,761	54	65,059	161,612	347,425
<u>1 9 3 6</u>						
CANADA .....	48	6,947,278	562	694,183	1,300,936	2,761,900
Ontario .....	40	5,985,034	506	628,453	1,154,133	2,493,358
Other Provinces ..	8	962,244	56	65,730	146,803	268,542
<u>1 9 3 7</u>						
CANADA .....	41	7,203,906	646	777,531	2,053,327	3,783,076
Ontario .....	33	6,080,528	584	706,173	1,883,284	3,499,390
Other Provinces ..	8	1,123,378	62	71,358	170,043	283,686

THE WINE INDUSTRY IN CANADA, 1937.

Table 2. - Production of Wine in Canada, 1936 and 1937, and by Provinces for 1937.

Classes of Products	CANADA, 1936		CANADA, 1937		1937			
	Quantity	Value x	Quantity	Value x	Ontario		Other Provinces	
					Quantity	Value x	Quantity	Value x
	Gallons	\$	Gallons	\$	Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing ...	1,650,395	596,485	5,481,884	1,185,905	5,516,876	1,092,225	165,008	95,680
(b) All other products, including grape juice wine, spirits, etc. ....	-	158,792	-	225,119	-	225,119	-	-
(c) Fermented wine sold, bottled or in bulk, during the year .....	2,750,293	3,561,639	5,285,989	4,555,569	5,070,600	4,156,974	-	596,395
TOTAL VALUE OF PRODUCTION ..	-	4,516,914	-	5,962,595	-	5,472,518	-	490,075
(d) Prime cost of wine (produced in previous years) reported above under Section (c) .....	-	1,555,014	-	1,540,689	-	1,580,619	-	180,070
Sales tax and other duties paid on products reported above .....	-	-	-	658,628	-	592,309	-	46,519
NET VALUE OF PRODUCTION .....	-	2,761,900	-	5,785,076	-	3,499,390	-	283,666

<sup>x</sup> Section (a) refers to the bulk goods produced during the current year but which have been put in storage for maturing. The value given for this is the inventory value. Sections (b) and (c) refer to the products sold during the year and the selling value at the works is given. Section (d) shows the prime cost of the wine reported under Section (c).

THE WINE INDUSTRY IN CANADA, 1937.

Table 3. - Materials used, 1936 and 1937.

Classes of Materials	Unit of Measure	1 9 3 6		1 9 3 7	
		Quantity	Cost Value at Works	Quantity	Cost Value at Works
			\$		\$
Grapes, domestic and imported	Pound	9,893,041	239,410	29,114,657	640,655
Cherries .....	"	617,603	27,368	439,627	22,245
Other fresh fruits .....	"	239,311	12,527	289,636	11,157
Sugar .....	"	5,388,967	221,753	10,026,310	440,919
Acids (tartaric, citric and salicylic) .....	"	6,506	1,738	6,942	1,892
Grape spirits .....	Gallon	35,017	58,449	35,497	64,650
Grape and other fruit juices	"	13,714	3,977	50,454	45,835
Clarifying materials .....	-	-	11,406	-	13,760
Bottles and jars .....	-	-	443,445	-	458,681
Cases, wooden .....	-	-	5,206	-	1,076
Cases, and cartons other than wooden .....	-	-	101,771	-	141,251
Cooperage .....	-	-	4,052	-	2,362
Other packaging material .....	-	-	91,323	-	94,306
All other materials .....	-	-	78,511	-	114,538
<b>TOTAL COST OF MATERIALS USED .....</b>	-	-	<b>1,300,936</b>	-	<b>2,053,327</b>

THE WINE INDUSTRY IN CANADA, 1937.

Table 4. - Capital Invested, by Provinces, 1937 and for Canada, 1929 - 1936.

	Fixed Capital	Working Capital		Total Capital
	Present Value of land, buildings, fixtures, machinery, etc.	Inventory Value of materials, stocks, fuel, finished products, etc. on hand	Cash, trading, bills and operating accounts, etc.	
	\$	\$	\$	\$
CANADA, 1929 .....	2,763,289	4,082,829	1,069,250	7,915,368
CANADA, 1930 .....	3,016,560	4,507,244	1,034,162	8,557,966
CANADA, 1931 .....	3,246,272	4,403,208	1,036,341	8,685,821
CANADA, 1932 .....	3,244,580	4,020,285	808,176	8,073,041
CANADA, 1933 .....	3,088,256	3,769,877	892,699	7,750,832
CANADA, 1934 .....	3,132,511	3,774,811	1,202,022	8,109,344
CANADA, 1935 .....	3,047,586	3,481,064	807,933	7,336,583
CANADA, 1936 .....	2,831,143	3,207,300	908,835	6,947,278
<u>1937</u>				
CANADA .....	2,755,176	3,121,647	1,327,083	7,203,906
Ontario .....	2,520,214	2,531,086	1,029,228	6,080,528
Other Provinces ...	234,962	590,561	297,855	1,123,378

Table 5. - Size of Establishments

Establishments having a production of -	Establishments	Capital Invested	Total Employees	Salaries and wages	Cost of Materials Used	Net Value of Production
	No.	\$	No.	\$	\$	\$
Under \$50,000 .....	27	2,285,632	200	202,001	268,211	573,883
\$50,000 to \$100,000 .....	4	296,892	25	28,420	115,250	281,702
\$100,000 to \$200,000 .....	6	1,639,545	112	177,812	509,855	874,070
\$200,000 and over .....	4	2,981,837	309	369,298	1,160,011	2,053,421
<b>TOTAL .....</b>	<b>41</b>	<b>7,203,906</b>	<b>646</b>	<b>777,531</b>	<b>2,053,327</b>	<b>3,783,076</b>

THE WINE INDUSTRY IN CANADA, 1937.

Table 6. - Employees, Salaries and Wages - 1936 - 1937.

Classes of Employees		1 9 3 6	1 9 3 7
<b>Salaried Employees -</b>			
Total .....	No.	177	212
Male .....	No.	146	183
Female .....	No.	31	29
Total salaries .....	\$	377,622	414,554
<b>Wage-earners -</b>			
Monthly average .....	No.	385	434
Male .....	No.	355	407
Female .....	No.	30	27
Total wages .....	\$	316,561	362,977
Total Employees .....	No.	562	646
Total salaries and wages .....	\$	694,183	777,531

Table 7. - Monthly Employment of Wage-earners, 1936 - 1937.

Months	1 9 3 6			1 9 3 7		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	272	29	301	294	17	311
February .....	276	20	296	285	17	302
March .....	283	27	310	289	18	307
April .....	310	34	344	321	29	350
May .....	327	34	361	351	28	379
June .....	322	33	355	450	30	480
July .....	331	20	351	369	34	403
August .....	340	20	360	365	23	388
September .....	486	33	519	456	33	489
October .....	558	29	587	778	43	821
November .....	357	28	385	520	18	538
December .....	360	33	393	398	18	416
<b>MONTHLY AVERAGE</b>	355	30	385	407	27	434



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Table 8. - Number of Wage-earners in Month of Highest Employment whose Regular Hours of Work were:

Number of Hours Worked per Week	Number of Employees		Number of Hours Worked per Week	Number of Employees	
	1936	1937		1936	1937
40 hours or less .....	115	171	51 - 53 hours .....	-	9
41 - 43 hours .....	-	5	54 hours .....	27	51
44 hours .....	331	332	55 hours .....	1	34
45 - 47 hours .....	38	26	56 - 59 hours .....	1	13
48 hours .....	77	22	60 hours and over ....	17	90
49 - 50 hours .....	21	49			

The above tables does not include overtime.

Table 9. - Power Equipment.

Classes of Power	1 9 3 6		1 9 3 7	
	Number of Units	Manufacturers' Rating of Horse-power Capacity	Number of Units	Manufacturers' Rating of Horse-power Capacity
Steam engines and steam turbines ..	1	12	1	12
Gasoline, gas and oil engines				
(in use .....	1	9	1	9
(idle .....	1	9	-	-
Electric motors operated by				
purchased power (in use .....	385	1,196	386	1,170
(idle .....	17	56	14	38
<b>TOTAL POWER USED IN MANUFACTURING .</b>	<b>405</b>	<b>1,282</b>	<b>402</b>	<b>1,229</b>
Boiler installation .....	25	862	21	761

THE WINE INDUSTRY IN CANADA, 1937.

Table 10. - Consumption of Fuel and Electricity.

Kinds of Fuel	Unit of Measure	1936		1937	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal -	Ton				
Bituminous .....	(2000 lbs.)	3,771	23,401	3,670	22,156
Anthracite .....	"	142	1,424	93	916
Coke (for fuel only) .....	"	142	1,230	108	908
Fuel or diesel oil .....	Imp. Gal.	20,007	1,823	30,263	1,974
Gasoline and kerosene .....	" "	9,768	1,665	6,766	1,070
Wood .....	Cord	162	630	158	598
Gas, manufactured .....	M cu. ft.	469	400	605	548
Gas, natural .....	M cu. ft.	3,463	1,702	2,766	1,303
Other fuel .....	-	-	1,222	-	934
TOTAL COST OF FUEL .....	-	-	33,497	-	30,407
Electricity purchased (including service charges)	Kw. H.	951,374	19,405	1,187,565	20,179
TOTAL COST OF FUEL AND ELECTRICITY .....	-	-	52,902	-	50,586

Table 11. - Imports of Wines by Classes, Calendar Years 1936 and 1937.

	1936	1937
	\$	\$
Non-sparkling wines .....	848,542	901,472
Sparkling wines .....	132,928	141,826
TOTAL VALUE OF WINES IMPORTED .....	981,470	1,043,298

Table 12. - Exports of Fermented Wines

	1936		1937	
	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
TOTAL EXPORTS OF FERMENTED WINES .....	4,899	16,144	4,415	9,082

THE WINE INDUSTRY IN CANADA, 1937.

A P P E N D I X

The following is a list of wineries operating in Canada in 1937.

QUEBEC

≠ Bright, T. G. (Quebec) Limited, 28th Avenue, Lachine

ONTARIO

Acme Wine Company Limited	889 Queen Street West, Toronto
Badalato, Samuel	R.R. No. 9, London
Barnes Wines, Limited	St. Catharines
Bordeaux Wines Limited	Niagara-on-the-Lake
Bright, T. G., & Company Limited	Niagara Falls
≠ Canada Wine Products Limited	1328 Bloor Street West, Toronto
Canadian Wineries Limited	Stamford Township
Danforth Wines Limited	1076 Lake Shore Road, New Toronto
Peninsular Growers and Wines Limited	Stoney Creek
Grimsby Wines Limited	Grimsby
Hamilton, J. S., & Company Limited	44 Dalhousie Street, Brantford
Hillrust Wine Company Limited	R. R. No. 4, St. Catharines
Huehnergard, Bruno, (The Kitchener Winery),	R. R. No. 3, Kitchener
≠ Jordan Wine Company Limited	Jordan
Jordan Wine Company Limited	St. Catharines
Lincoln Wines Limited (Canadian Wineries Limited)	St. Catharines
London Winery Limited	London
Fred Marsh Winery Limited	749 Park Street, Niagara Falls
National Wine Company Limited, (Canadian Wineries Limited)	27 Brock Avenue, Toronto
Old Battlefield Wine Company	Stoney Creek
Old Fort Wine Company Limited	Fort Erie
Parkdale Wines Limited, The	183 Bathurst Street, Toronto
Peerless Wine Manufacturers Limited, (Canadian Wineries Limited)	448 Queen Street East, Toronto
≠ Rizzo, Nicholas, (Hamilton Winery)	164 York Street, Hamilton
Rossoni's Winery	942 Tecumseh Road, Windsor
Royal City Winery	32-34 Wilson Street, Guelph
St. Catharines Wine Co. of Canada Ltd.	Woodburn Avenue, St. Catharines
Sunnybank Winery (F. L. Furminger)	R. R. No. 2, St. Catharines
Thomas, Alex., (Cooksville Wine Vaults)	Cooksville
Turner Wine Company	198 Queen Street West, Toronto
Twin City Wine Company, (Pietro Belluz)	Fort William
Welch Grape Juice Company, The	St. Catharines
Welland Winery	268 King Street, Welland

SASKATCHEWAN

≠ Bright, T. G., (Western) Limited 1360 Toronto Street, Regina

THE WINE INDUSTRY IN CANADA, 1937.

BRITISH COLUMBIA

Calona Wines Limited	Kelowna
Growers Wine Company Limited	1531 - 15th Avenue West, Vancouver
Growers Wine Company Limited	Lake Hill
/ Richmond Wineries, (Growers Wine Co.Ltd.)	Steveston
/ Victoria Wineries (B. C.) Limited	1404 Store Street, Victoria
Victoria Wineries (B. C.) Limited	Lake Hill

/ These wineries made no new wine in 1937, but bottled or sold in bulk wine produced in previous years.

≠ These plants bottle wine produced at other points.

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