ANNUAL REPORT
1948

T. G. BRIGHT & CO., LIMITED
AND SUBSIDIARY COMPANIES

Annual Report of

T. G. BRIGHT & COMPANY, LIMITED

and Subsidiary Companies

▾

For the Year Ended March 31, 1948

Seventy - Fifth Year of Operation

THE COVER: One of the special wine grapes — the "President" — now flourishing in Bright's own vineyards.

Report of Directors

for the fiscal year ended March 31st, 1948

To the Shareholders of

T. G. Bright & Co., Limited

One of the most important announcements your Company has to make is that, after a lapse of five years, payment of common share dividends has been resumed—and at a higher rate.

There are more implications to this announcement than that we have just completed a satisfactory year of business. It is an assurance that we have successfully completed a five-year program devoted to the strengthening of your Company's future competitive position.

When in June, 1942, your Directors recommended that common stock dividends be temporarily discontinued, the proposal was accepted in a spirit of self-denial and a conscious realization of the conservation measures necessary in the crucial times ahead.

For then was the year when war-time restrictions began in earnest; when the cost of grapes and other raw materials began their steady advancement; when our production and sales were restricted by authority, and limited again by shortages.

Still another factor had to be taken into consideration aside from the immediate economic situation. This was our program of product development. In 1942 we had just passed the half-way point in our fourteen-year program of vineyard research.

To produce better wines you don't *manufacture* them—you have to *grow* them. And we had already invested thousands of dollars in this project . . . were just beginning to grow improved grape varieties on a commercial scale in our own vineyards.

Had we neglected initiating this conservation program in 1942, the contingencies of the following years would have necessitated drastic cuts in our overhead. Our vineyard operation would have had to carry the brunt of those budget reductions.

In that event, the introduction of the new "President" wines—hailed as the finest ever grown in Canada—would never have been possible last December; we would have had to wait until some time in the 1950's.

But what might have happened, didn't happen. And our success is due in great part to the patience and the sincerity of the shareholders in backing management's decisions.

In these past years much has been accomplished. All preferred stock has been retired. Common stock dividend payments have been resumed and at the highest rate in our history. New grape varieties are flourishing in our vineyards and are being distributed to independent growers. We have new and better wines on the market, with more to come.

The increased stability of our Company is reflected in the Auditors Report for the twelve months of operation which ended March 31, 1948.

Progress or decline is a matter of comparison with past results. Therefore, for quick reference, the Auditors statements concerning the assets and liabilities, and the profits for the year just ended, have been set up in comparison with the previous year's figures.

From these comparative figures you will note that total current assets have increased by approximately $450,000.

Expenditures for fixed asset account—totalling approximately $298,000—are indicative of our continuing policy for future development. We spent a round sum of $220,000 at Niagara Falls on plant expansion and improvement—for facilities for improved balance of inventories to future sales. Another $16,000 went for miscellaneous equipment. A further investment of $22,000 was made in the continuation of our vineyard development for new and better winegrape varieties. In our retail store operation, the sum of $40,000 was spent in the purchase of the premises occupied by our Toronto Bloor Street store. Deductions for disposals and obsolescence amounted to approximately $27,000.

The first of the serial debentures, amounting to $100,000, matured and was redeemed and cancelled in the year under review.

Current liabilities are higher by some $569,000 including serial debentures of $300,000 maturing within one year. But our overall net position—including debenture liability—has improved.

Because of continuing rising costs (last year we paid the highest price ever paid for grapes in Canada) we have retained the contingency reserve and the reserve for future depreciation in inventories. The Excess Profits Tax Act provides that any portion of inventory reserve set up under the terms of the Act and not required to meet declines in inventory prices up to March 31, 1949, in the case of this company shall be included in the computation of excess profits tax payable in respect to the calendar year 1947. Consequently should no part of this reserve be used to meet price declines within the period mentioned, it is estimated that the additional excess profits tax payable on the reserve will be approximately $46,000, full provision for which has been made in the attached accounts.

The profit and loss statement is submitted in greater detail and also in comparative form. Sales in dollars show a moderate increase although the actual volume in gallons is down about 10%. The increase in dollar volume over the previous year is explained by the fact that prices of wine were increased on January 1, 1947, and therefore in effect for only three months of the 1946-47 fiscal period.

Reduction in costs of approximately $500,000 has been possible principally by freer supplies of cane and other sugars.

Other operating expenses reflect the general upward trend in commodity prices, wages and salaries. These are expenses over which control is limited but we are doing everything possible to stabilize our operational costs.

Interest on bank loans and debentures are a heavy charge on the Company's earnings. It will continue to be so for some time to come although our policy is directed toward the reduction of these very considerable amounts.

Increase in provision for depreciation reflects to some extent the expansion in plant but is also due to accelerated rates allowed under the Income Tax Act.

I want to turn for a moment to a discussion of the people who are this company.

In essence, the word "company" means a group of people bound together by a common interest and with a common objective. In its emergence from a small partnership formed in 1874 to an employer of more than 250 persons in 1948, this relationship has not been lost.

Nine years ago we began a pension plan. That plan has now been extended to provide for even greater benefits in the matter of retirement annuities and additional protection for the dependents of employees. The entire added cost of these extra benefits are being borne by the Company. A group life insurance plan and a non-occupational accident-and-sickness plan is also available.

We believe that provision of these benefits is in the broad interests of the Company and also that the employees appreciate the payment for these and other benefits is entirely dependent upon the success of the Company's operations.

The directors wish to express their appreciation for the loyal services of the staff and employees in all departments.

On behalf of the Board of Directors,

E. A. Thomas

President.

T. G. BRIGHT & CO., LIMITED

AND SUBSIDIARY COMPANIES

DIRECTORS

Earl A. Thomas	Niagara Falls, Canada
Meredith F. Jones	Niagara Falls, Canada
Victor Mollison	Niagara Falls, Canada
Thomas H. Gibbons	Walkerville, Ontario
Leigh M. McCarthy	Toronto, Ontario
Hon. Elie Beauregard, K.C.	Montreal, P.Q.
H. Clifford Hatch	Walkerville, Ontario

OFFICERS

President	Earl A. Thomas
Vice-President in Charge of Sales and Treasurer	Meredith F. Jones
Vice-President in Charge of Production and Secretary	Victor Mollison

LEGAL COUNSEL

McMillan, Binch, Wilkinson, Berry & Wright
Toronto, Ontario

AUDITORS

Price, Waterhouse & Co.
Toronto, Ontario

STOCK TRANSFER AGENTS

Chartered Trust & Executor Company
Toronto, Ontario

EXPORT AGENTS

Czarnikow (Canada) Limited
Montreal, P.Q.

OFFICES

Head Office and Wine Cellars	Dorchester Road, Niagara Falls, Canada
Branch Plant	Lachine, Quebec
Retail Branches	Toronto—4 stores Hamilton London Ottawa Windsor Sudbury

Stock Listed: Toronto Stock Exchange and Montreal Curb

T. G. BRIGHT

AND SUBSIDIARY

CONSOLIDATED

ASSETS

	March 31 1948	1947
CURRENT ASSETS:		
Cash on hand and in bank	$ 17,510	$ 48,408
Accounts receivable	343,623	511,106
Inventories of wine in storage, cased goods, raw materials and supplies at cost or less, not in excess of market—as determined and certified to by responsible officials of the company	2,708,565	2,052,302
Investment in marketable securities, (market value—1948, $217,770; 1947, $198,555)	141,117	146,773
Total Current Assets	$3,210,815	$2,758,589
REFUNDABLE PORTION OF EXCESS PROFITS TAX	$ 58,006	$ 61,011
FIXED ASSETS:		
At depreciated values as reported by Canadian Appraisal Company Limited under date of August 16 1933, plus subsequent additions at cost:		
Land, buildings, farm properties, machinery and equipment	$2,207,192	$1,936,137
Less—reserve for depreciation	847,513	733,470
	$1,359,679	$1,202,667
GOODWILL		1
DEFERRED CHARGES	$ 164,432	$ 143,786
	$4,792,932	$4,166,054

& CO., LIMITED

COMPANIES

BALANCE SHEET

LIABILITIES

	March 31 1948	March 31 1947
CURRENT LIABILITIES:		
Bank loans (1948—secured as to $138,612; 1947—as to $148,206)	$ 638,612	$ 423,206
Accounts payable and accrued liabilities	164,520	175,701
Accrued federal, provincial and local taxes	326,357	186,721
Dividend payable April 15 1948	25,000	
Serial debentures maturing within one year	300,000	100,000
Total Current Liabilities	$1,454,489	$ 885,628
FIVE-YEAR SERIAL DEBENTURES (maturing up to 1952 and bearing interest at from 2¾% to 3%):	$ 900,000	$1,000,000
Less—Portion maturing within one year, as above	$ 300,000	$ 100,000
	$ 600,000	$ 900,000
RESERVES:		
For contingencies	$ 100,000	$ 100,000
For future depreciation in inventory values	320,000	320,000
	$ 420,000	$ 420,000
CAPITAL STOCK AND SURPLUS:		
Six per cent. cumulative redeemable preference shares:		
Authorized— 30,000 shares of a par value of $100 each (of which 10,000 shares were issued and have been redeemed and cancelled)—$3,000,000		
Common shares without nominal or par value: Authorized—300,000 shares; Issued—100,000 shares	$ 500,000	$ 500,000
Refundable portion of excess profits tax, per contra (transferred to earned surplus in 1948)		61,011
Earned surplus, as per statement attached	1,818,443	1,399,415
	$2,318,443	$1,960,426
	$4,792,932	$4,166,054

To the Shareholders of T. G. BRIGHT & CO., LIMITED:

We have examined the consolidated balance sheet of T. G. Bright & Co., Limited and its subsidiary companies as at March 31 1948 and the consolidated statement of profit and loss and earned surplus for the year ended on that date. In connection therewith we examined or tested accounting records and other supporting evidence; we also made a general review of the operating and income accounts for the year but our examination of the detailed transactions was confined to tests thereof. All our requirements as auditors have been complied with, and we report that, in our opinion, based upon the examination indicated, the above consolidated balance sheet and related consolidated statement of profit and loss and earned surplus are properly drawn up so as to exhibit a true and correct view of the state of the affairs of T. G. Bright & Co., Limited and subsidiary companies as at March 31 1948, and the results of operations for the year ended on that date, according to the best of our information and the explanations given to us and as shown by the books of the companies.

PRICE, WATERHOUSE & CO., Auditors.

Toronto, May 26 1948.

T. G. BRIGHT & CO., LIMITED

AND SUBSIDIARY COMPANIES

Consolidated Statement of Profit and Loss and Earned Surplus

	Year Ended March 31 1948	Year Ended March 31 1947
Net Sales (after deducting provincial retail tax—1948—$104,845; 1947—$120,016)	$3,309,538	$3,166,708
Deduct:		
Cost of goods sold	$1,538,013	$2,058,410
Selling, general and administrative expenses	633,647	488,820
Salaries of executive officers and directors' fees	52,840	42,240
Interest on serial debentures	28,013	20,542
Other interest	16,263	12,692
Provision for depreciation	140,140	92,411
Provision for taxes on income	439,600	213,000
	$2,848,516	$2,928,115
Net profit for the year	$ 461,022	$ 238,593
Earned surplus as at April 1	1,399,415	1,020,275
	$1,860,437	$1,258,868
Add:		
Amounts transferred from contingency and inventory reserves no longer required		140,547
Refundable portion excess profits tax transferred (previously shown separately)	58,006	
	$1,918,443	$1,399,415
Deduct:		
Dividends declared ($1.00 per share)	100,000	
Earned Surplus as at March 31	$1,818,443	$1,399,415

SUPPLEMENT TO ANNUAL REPORT

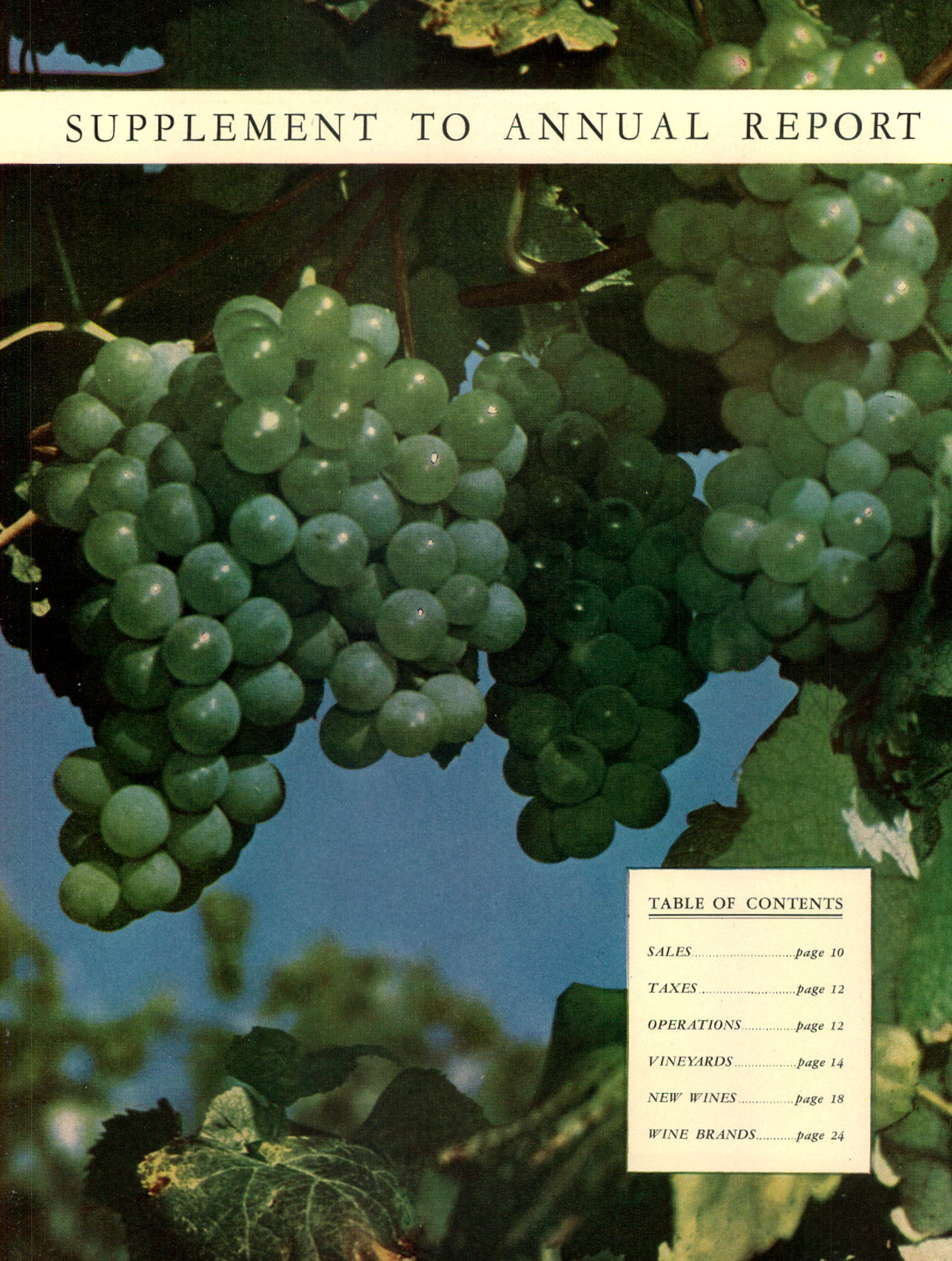
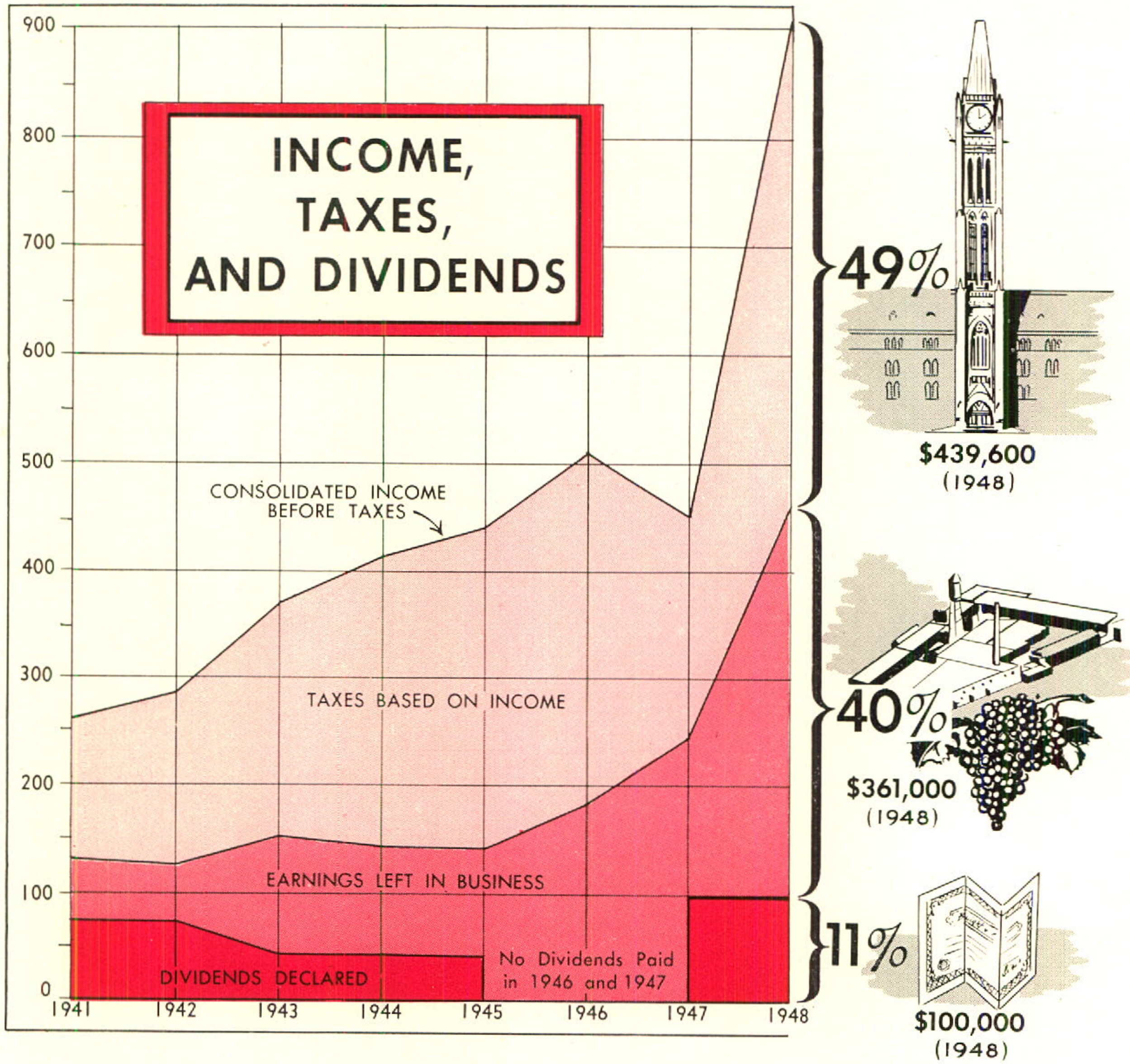


TABLE OF CONTENTS



FINANCIAL MATTERS

SALES

For the fifth consecutive year, sales have increased in dollar volume. But the moderate increase over this past year is due in large part to higher average price levels—for our sales in gallons fell off approximately 10%.

There is every indication that total Canadian gallonage sales of all wines have declined to an even greater extent. But this cannot be determined accurately until the sales reports are available from all the Provinces.

One indication of the general situation can be found in the Dominion Bureau of Statistics report on the wine imported into Canada for the twelve months ended March 31, 1948. In terms of gallons, these imports of wine dropped off 33%.

But, as stated just a year ago, there is a competitive factor in the importation of most of these wines that Canadian vintners are unable to meet. Because of a more favorable tax treatment and lower production costs, the bulk wines that comprise a large portion of these imports *could be laid down in Canada at a price below the present cost of production of Canadian wines.*

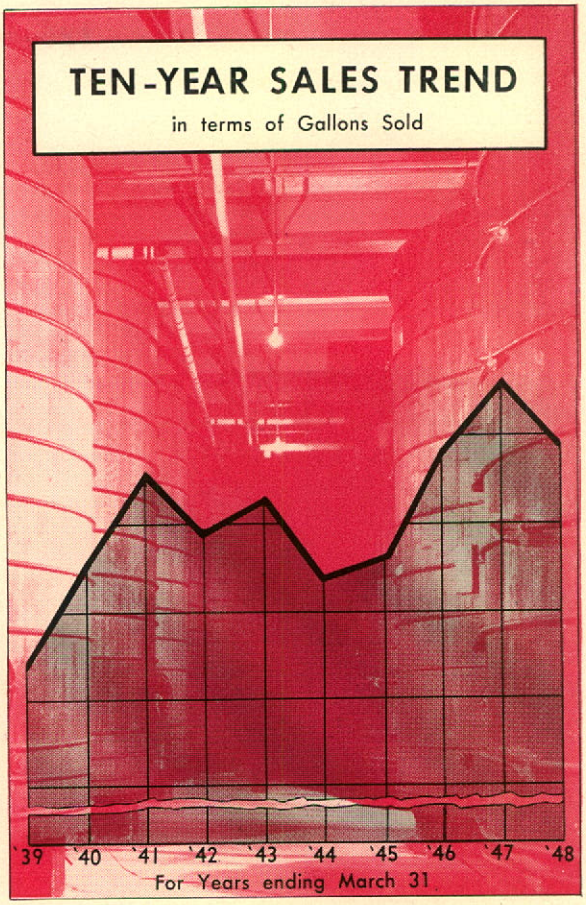
We have little control over our continually increasing production costs as you can realize when you know that last year we were required to pay a minimum price of $95 a ton for grapes from Canadian growers. This was the highest price ever paid in this country for grapes.

Contrast our costs of $95 per ton minimum with the approximate $61 per ton paid the South African growers—the $34 to the Australian—and the $30 average per ton paid to the Californian. And remember these prices were for grapes with a much greater sugar content than ours. On a sugar content basis the cost margin in favor of these competitors would be increased by at least another $20 a ton.

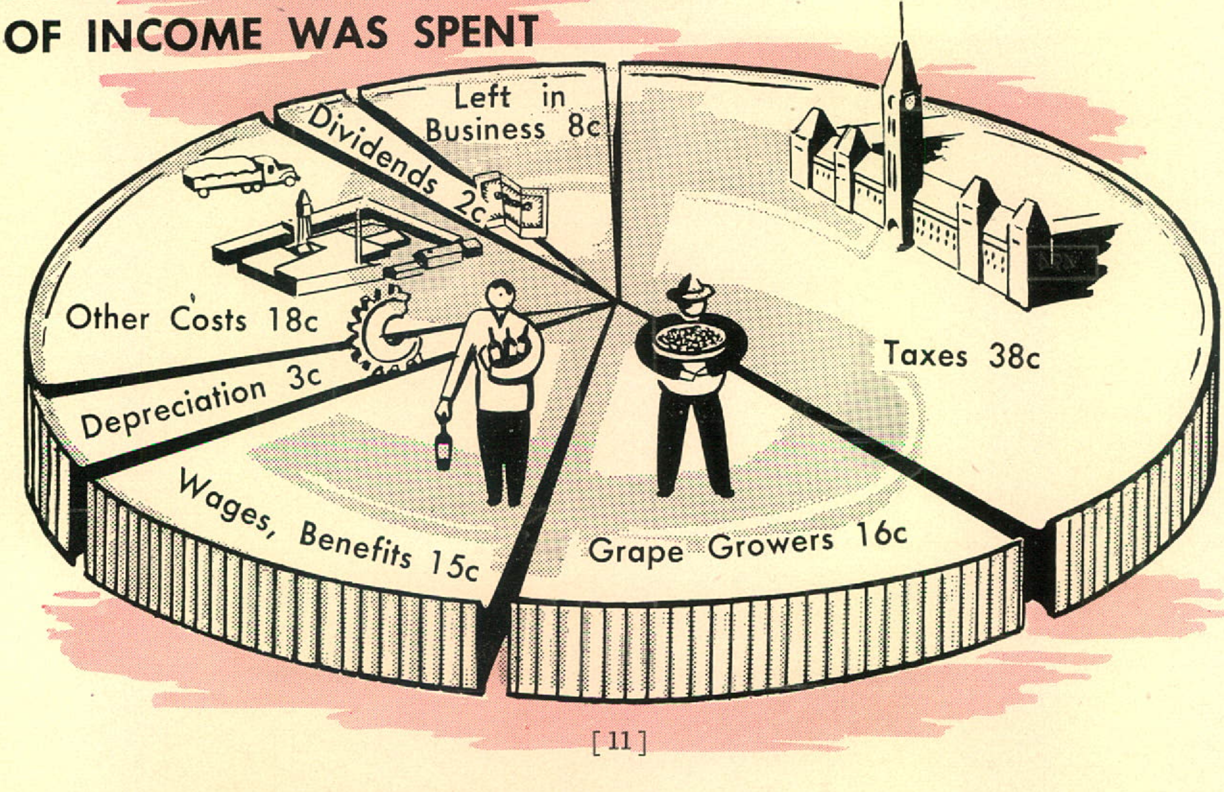
Even the improved quality of our wines cannot be expected to offset entirely the threat to our sales from the price advantage held by these import groups by reason of their lower production costs and more favorable tax treatment.

New Wines a Key Sales Factor

Our best answer to the pressure of these competitive import factors is to be found in new and improved wines. The public acceptance of our new wines introduced in recent years is indicative and most encouraging.



HOW THE COMPANY'S DOLLAR OF INCOME WAS SPENT



We have still further improved wines scheduled for future introduction. We are just launching a long-range plan for consumer education in the uses of wine. From the sales viewpoint we are confident of our ability to retain our position in the industry and develop the potential market that exists.

TAXES

Again, in this year just passed, we paid the wine industry's greatest tax bill. And it was also the largest amount this company has ever paid out—one million seven hundred and sixty two thousand dollars. This tax bill was some 34% more than we paid out the previous year.

As you will note from the charts, we paid out an amount of some $439,000 in income taxes alone representing approximately 49% of our consolidated income. In terms of total income, we paid out 38 cents in total taxes for every $1 of income.

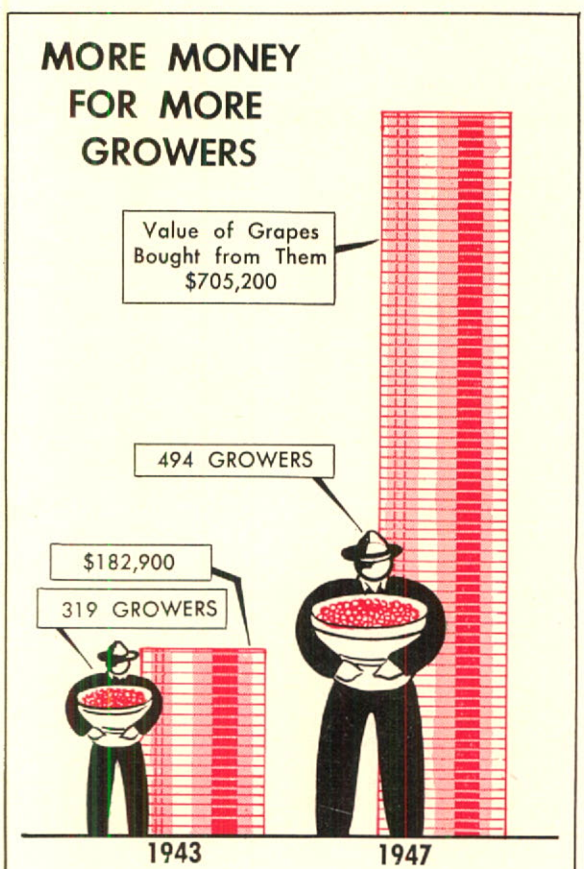
OPERATIONS

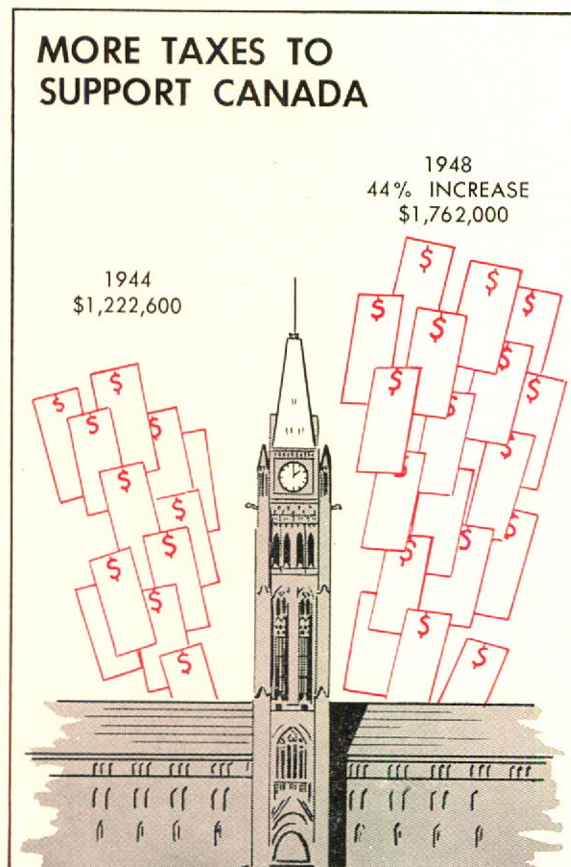
Our farm investments were further increased last year and the total amount involved in this operation now stands at approximately $395,000 for land, vineyards, buildings, machinery and equipment.

During last year's vintage season we paid out a total of more than $705,000 to the nearly 500 grape growers from whom we bought. This is a great contrast to five years ago when we paid some 300 growers a total of $183,000. But grape prices then were at $50 a ton—last year they were $95 a ton, almost twice the price. Nevertheless, our tonnage purchases from the growers last year were 100% up over our purchases five years ago.

More Benefits, More Pay for Employees

In the past five years the number of full-time employees has increased by 20%

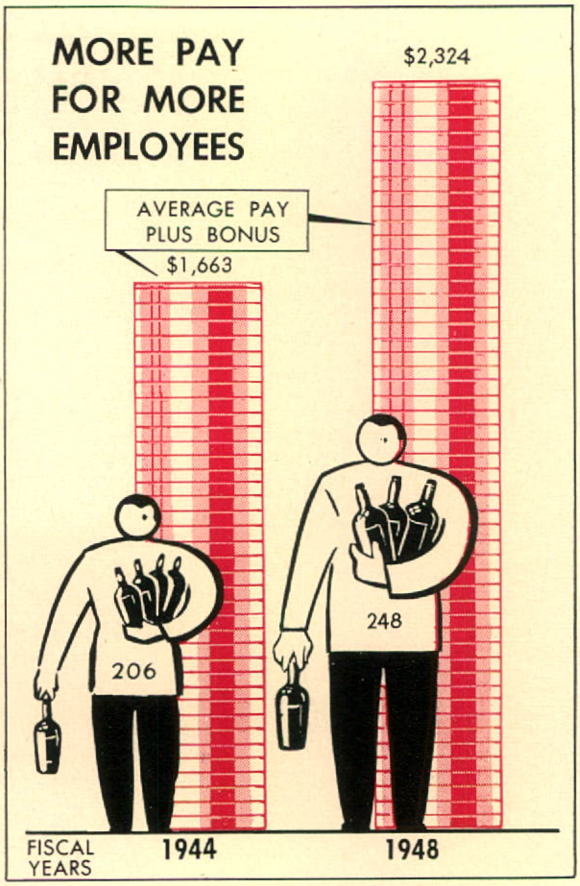


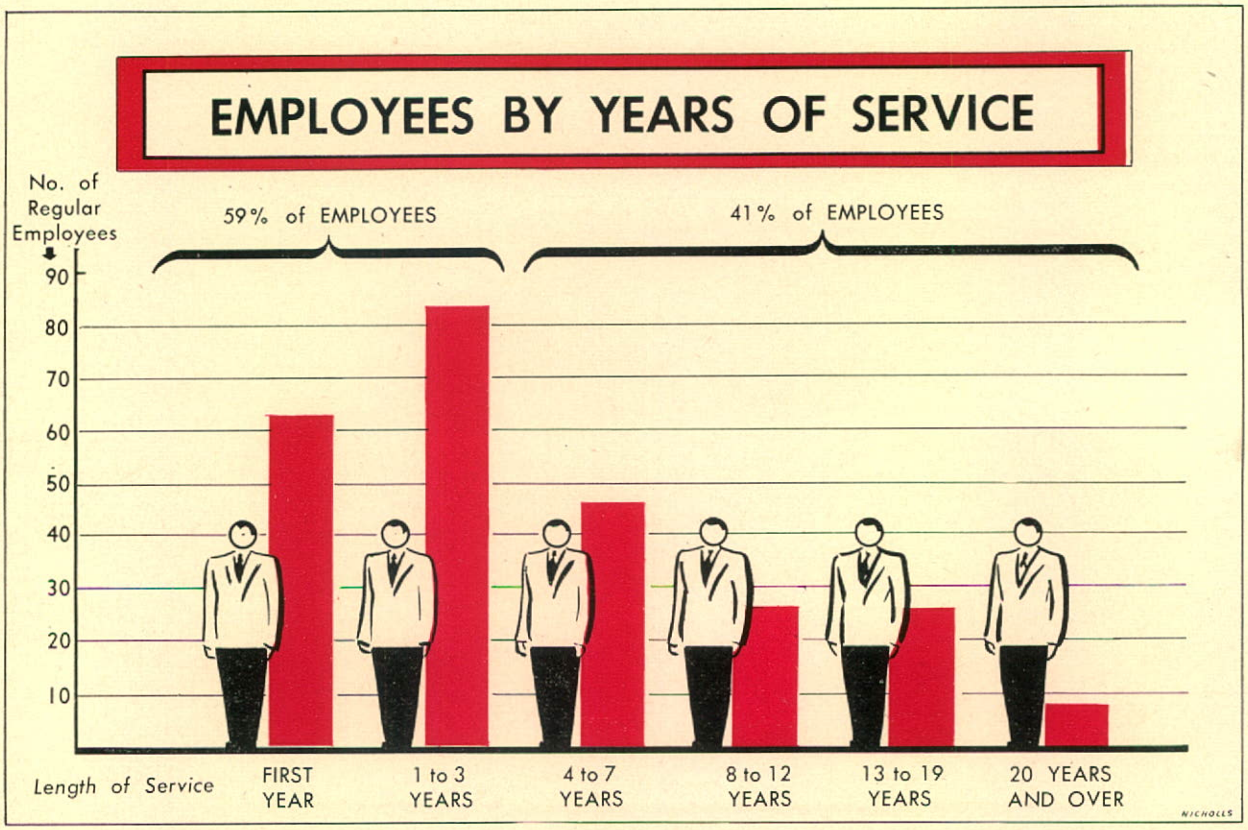


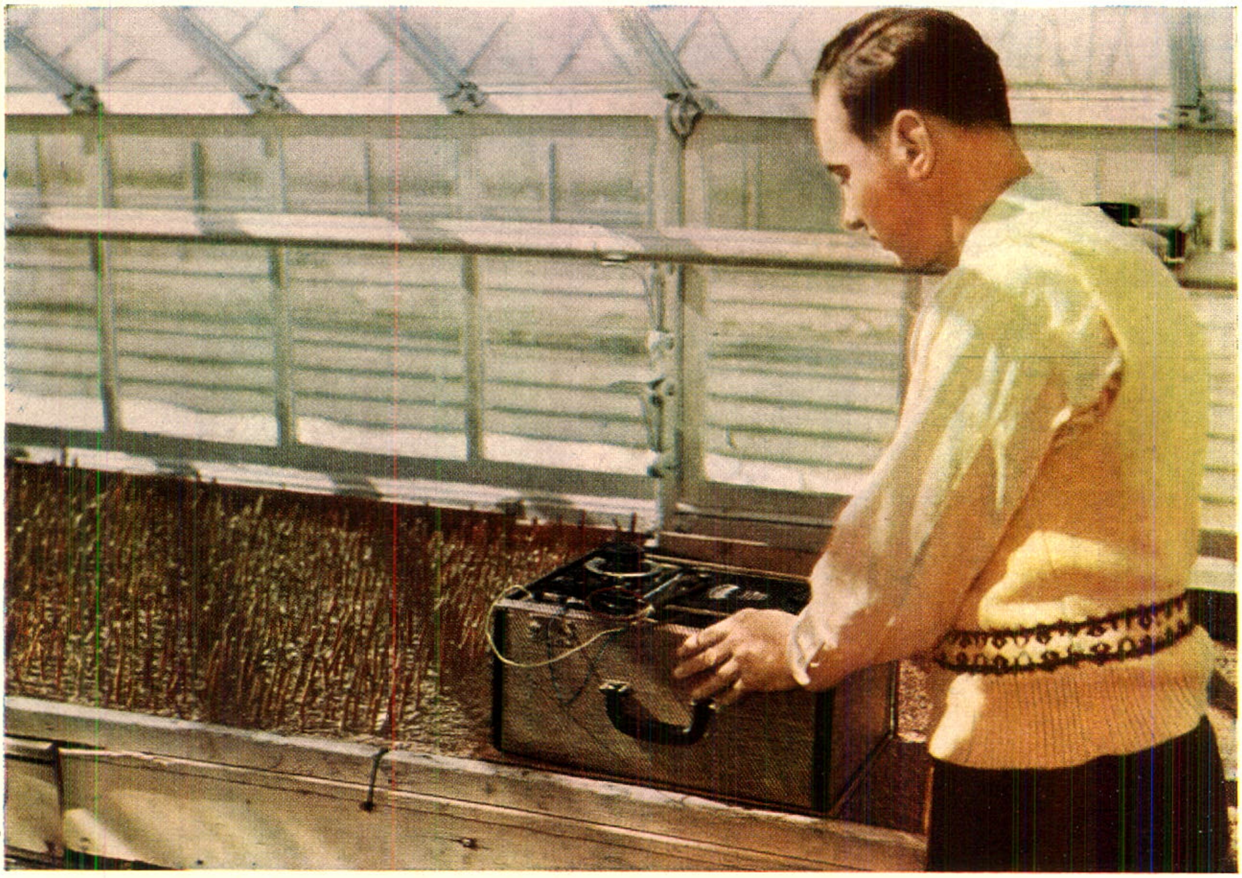
Since 1944, when the average yearly wage was $1663, wages have been stepped up until today they are 40% higher. The average pay of $2324 for this year just passed includes a bonus which averaged out to $138 per employee.

Our employee benefit plans have been broadened and extended. There are now 110 employees participating in our pension plan. During the past year, the Company has increased its donations to the fund. In addition, the plan has been further broadened by the fact that, after an employee has been participating in the plan for 15 years, all moneys paid on his behalf by the Company are turned over into the employee's account.

In our group life insurance plan, which also began in 1939, we now have 143 employees participating. We also have an accident-and-sickness plan which has been in force for two years with 166 employees now participating.







Special grape varieties are scientifically propagated under glass in Bright's greenhouses.

You can't *manufacture* wines—you have to *grow* them!

A vintner does not refer to his art as "wine making". He usually speaks of it as "wine growing".

For it is a fact that the characteristics and the qualities of a wine depend largely upon the characteristics and the qualities of the grapes from which it is made. And that is why your company has concerned itself to such an extent with research into grape culture.

We have devoted more than fourteen years of effort and made a large capital investment in our program of vineyard research. It has been, of necessity, a long-term project where tangible results can be obtained only after long periods of experimenting. We are now in a position to give you a comprehensive report.

There are only two localities in Canada suitable for growing grapes in commercial quantities—the Okanagan Valley in British Columbia, and Ontario's famous Niagara Peninsula.

More than 90% of all Canadian grapes are grown in the Niagara Peninsula and in a restricted area roughly confined to the counties of Lincoln, Welland and part of Wentworth.

Of the 87,000 acres planted to fruit crops in Ontario, there are approximately 17,000 acres in grapes. Yet this small acreage, in 1947, produced grapes valued at $3,430,000. Of this crop the purchases of Ontario wineries totalled approximately $2,200,000.—or about 65% of the crop value.

Varieties Of Grapes Are Limited

For many years the only grape varieties available in commercial quantities for wine making in Ontario have been those known as "Concord" and "Niagara".

Neither variety is a "wine grape" in the strict sense of the word.

But independent grape growers favour these grapes, and grow them almost exclusively, for two reasons. First, because they have a consistent yield and are easy to grow. Second, because they are multiple-purpose grapes and can be sold to the wineries as "wine" grapes—to food processors for grape juice, jellies and jams—and direct to the public for table and home uses.

It is true that a sound, ordinary wine can be made from these grapes. But it was the opinion of your Company that if we were to produce quality wines capable of holding their own on any market, new varieties of grapes of proven wine-making qualities would have to be made available—and in commercial quantities.

In an effort to encourage growers to plant new varieties, we offered premium prices for specific types of wine grapes. These premium prices ranged from $15 to $40 a ton over Concord and Niagara prices.

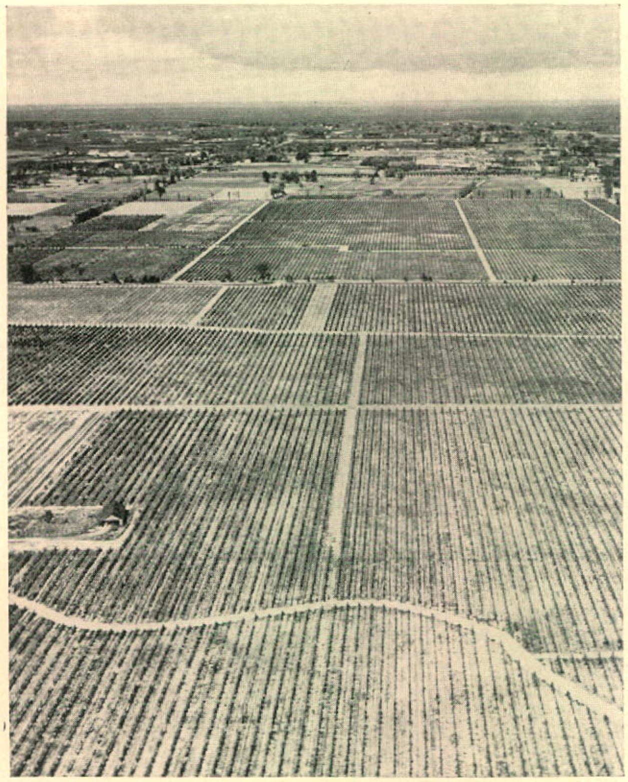
But the largest quantity of special wine grapes ever delivered to us during one year—and that includes the 1947 vintage season just passed—has never exceeded 10 tons. We were hoping for, and required, hundreds of tons.

Why The Growers Hesitated

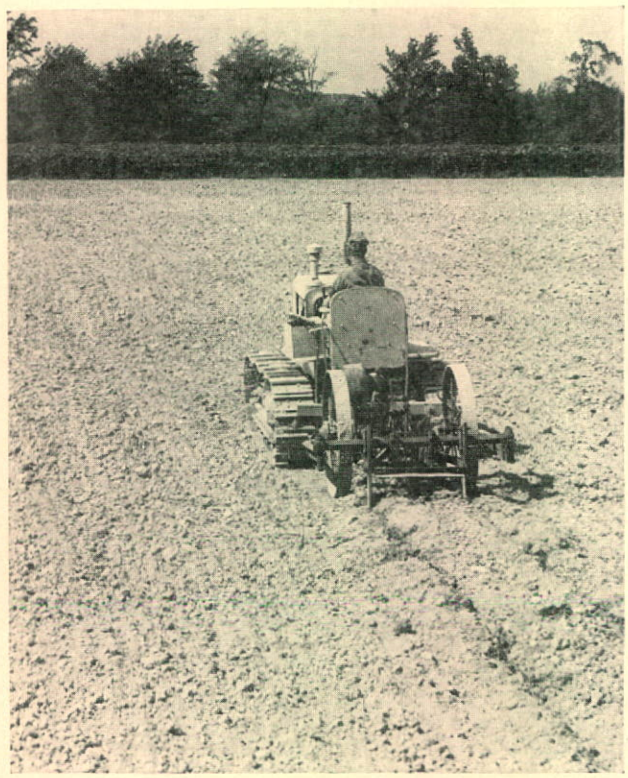
There is an explanation of the independent growers' attitude toward this problem.

To replant a vineyard with a new variety of grapes—and to bring it into full commercial production—takes many years. After pulling out the old vines, the land should be "rested" for at least three years. Then, after planting hardy vines of the new variety, it may take another three to five years before a paying crop can be picked.

No doubt the growers felt they could not afford to invest the necessary time and money to experiment with new varieties.

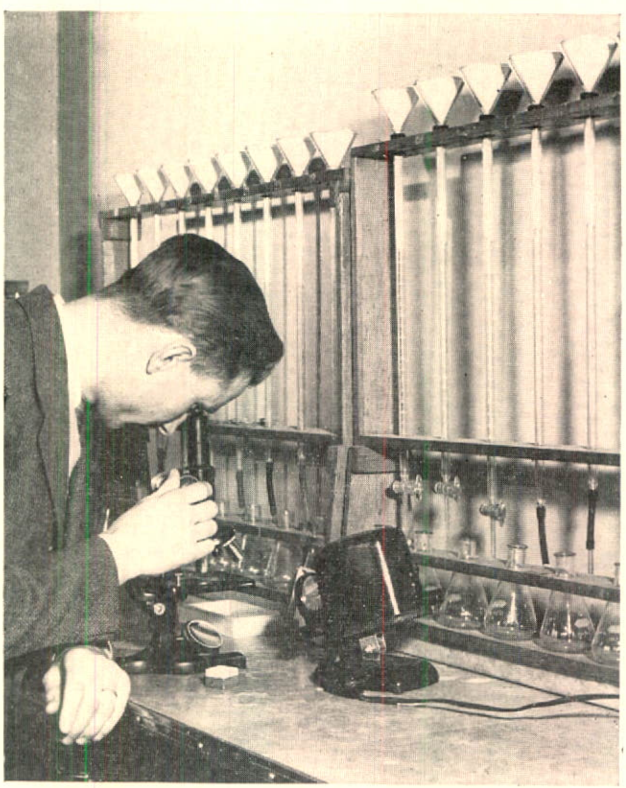


Bright's is proving **to growers that the Niagara Peninsula — once called "another area of lost opportunity" — can grow many superior varieties of wine grapes.**



Land for Bright's vineyards **often requires three years of conditioning. Then, planted with two-year old vines, it needs 3 to 5 years before a commercial crop is picked.**

Hardy two-year old vines of new grape varieties are being inspected and bundled at Bright's experimental station before being distributed to independent growers.



Bright's laboratory facilities and the advice of its skilled researchers are available to all growers. The research division is continually expanding its operation.

And there the matter rested until, in 1934, your Company decided to take independent action, considering it necessary as a safeguard for the future of the Company. That was the year we launched our program of research into viticulture, as the science of grape growing is called.

We were not alone in this research. But we were, and still are, the only company in the Canadian wine industry operating a research program of such large proportions.

A Large Investment Required

We were given a great deal of assistance and encouragement by such organizations as the Province of Ontario Experimental Station at Vineland and similar groups both here in Canada and in the United States. Our contacts and cooperative efforts with these organizations are even more closely knit today as our work is proving of considerable value to all growers.

But at the start of our program we had a lot of things to do on our own. We had to set up and train our own staffs, to buy specialized equipment and provide special facilities. Our part was to carry on from the point where other researchers left off. Our task was to establish and prove the value of new types of grapes when grown on a commercial scale in large acreage instead of small experimental plots of a few vines only.

Since 1934 we have invested over $390,000 in our new vineyards. We have also spent another $130,000 in research. But we know now that this was a wise investment—that it has served its primary purpose, to safeguard the future of our business.

Some growers, at first looked upon our project with a suspicion that we might be entering into competition with them. But two factors are dispelling such suspicions.

First, our purchases from independent growers—both in terms of tonnage and dollars paid out—have consistently increased.

Second, for the independent growers we have taken the guess-work out of this problem of establishing new vineyards. We are distributing thousands of hardy two-year old vines to growers at prices which bear little relation to the cost to us. But by doing so we provide a means for growers to plant out new vineyards at the lowest possible cost and without having to take risks on new varieties of unknown and unproven qualities.

Bright's Research To Help Growers

Bright's program of soil survey and analysis will eventually mean much to every grower in the Niagara Peninsula. It includes a continuing study of such soil factors as texture, structure, water holding capacity, acidity, organic matter content, nutrient level and aeration.

Our viticulturists are working in cooperation with the Provincial Experimental Station at Vineland, with the Dominion Laboratory of Plant Pathology and other research organizations on such problems as pest and disease control, in testing new types of sprays, and other projects. We are testing, also, various methods of pruning vines for greater productivity, particularly for some of the newer varieties of grapes we are growing and distributing.

Bright's most valuable contribution to the grower is that we are able to conduct tests and experiments on a large commercial scale involving hundreds of acres of vineyards.

While a certain technique may prove successful in laboratory experiments, the tests are by necessity limited and restricted. That same technique, when applied to a large vineyard under normal operating conditions may prove to be impractical from a cost standpoint or too complicated for commercial application. Our experimental vineyards are the final proving grounds for many important pieces of research.

Pruning the vines **is an all-important task trusted only to trained men. Bright's research shows that correct pruning can often increase crop yields by a large margin.**

Soil management **is an important factor in Bright's success in growing special wine grapes. Here new drainage is being put in to ensure the proper moisture control.**

1939 — Bright's DRY SHERRY

1940 — Bright's ANGELICA

The experience and the knowledge we have gained from such experimentation is always available, without cost, to all growers.

A Mechanized Operation

To seek and prove new economies in production costs—and to make work easier and more efficient—we have introduced many unusual types of equipment and machinery in the operation of our vineyards. Much of the equipment is of special design and in use for the first time in Canada. It is valued at and represents an investment in excess of $80,000.

We maintain a large, full-time staff in the vineyards. At certain times of the year the total often swells to over 300 men.

The Result Of Vine Research

The major portion of our research is directed towards the one end—the testing and proving of new wine grape varieties. We have at present the most extensive grape variety test plots, both in size and number of varieties, of any organization, commercial or otherwise, in the Dominion of Canada.

There are at the present time some 131 varieties being grown in our test plots. Of these approximately 90 are new or recent introductions—some from the Vineland Experimental Station, some from New York State and some from France. These test varieties have made excellent growth generally during the 1947 season and appear resistant to disease in most cases. We have already taken some small and promising samples of wine from a few of these new varieties—and we expect more this season. We hope to have sample crops on other varieties under test by 1949.

Growing Grapes Not All

Even after years of experimental growing, and after a new variety of vine has come through the vineyard tests, it does not hold that our experiment has been successful. For that new grape must produce not only a good wine but a better wine, superior to the wine made from grape varieties already established.

No Short Cut To Success

It has taken more than a decade of research and testing on a commerical scale to prove and establish a small number of new wine-grape varieties. But our success with these few, and the promise of more to come, has been worth every dollar expended and every day's work over these past fourteen years.

This achievement of ours in the vineyards has resulted in a similar achievement in producing better wines.

Our record can be summed up as follows: in nine years we have introduced eight new wines which have enhanced still more our reputation as Canada's leading vintner. These introductions were as follows:

1939 Bright's Dry Sherry. The first of our new wines from a special grape grown in our own vineyards.

1940 Bright's Angelica. A distinctive type of dessert wine with an unusual flavour and bouquet.

1941 Manor St. Davids table wines. Two new wines—a white and a red. Canada's first true table wines.

1941 DuBarry sparkling wines. A new white and a red sparkling wine from special grapes which impart a new delicacy of flavour.

1947 President wines. Three new wines—a port, a dry white table wine, and a champagne fermented in the bottle. These are without question the finest wines of these types ever offered by a Canadian vintner.

1941 — MANOR ST. DAVIDS Table Wine

1941 — DU BARRY Sparkling Wine

"PRESIDENT" — *the finest wines of Canada*

From a sales viewpoint, these new wines found a ready acceptance on the market. In fact, we have had difficulty in bringing production to the point where it approached demand.

But trying to estimate the public demand for a new wine in advance has always been most difficult. Over-estimating the demand incurs financial loss. Vineyards must be planted years in advance. These vines continue to produce grapes and inventories of the finished wine continue to pile up if production exceeds demand.

We have always taken the other course and have been conservative in estimating public acceptance. This procedure has its drawbacks too, for there is no short cut possible to the time it takes to increase the production of wine. If demand is greater than the supply, you must first plant additional vineyards and wait for them to produce. You must then make your wine—and wait more years for it to reach the proper maturity. This is the time factor we have to contend with continually and is well illustrated in the case history of President Port, one of the new wines we introduced in December, 1947.

President Port is a premium priced wine. Yet the entire year's release . . . all that was available for a twelve months' period . . . was sold out in Ontario and within three weeks of the time it was put on the market. This would indicate that we have a potential yearly demand, in Ontario alone, of more than 10 times our present volume of production.

What is our position in this respect?

For 1948 we will be able to exceed last year's release by a small amount. But it will be 1951 before we can hope to approach the demand in one provincial market only. Extra acreage of the new grapes has already been planted and we are picking sizeable crops every year. But President Port requires five years to reach its maturity—and there is no way to shorten that time interval.

Our Manor St. Davids table wine is another example to demonstrate there is no short cut to easy success in introducing new wines.

When Manor St. Davids was introduced in 1941, there was little Canadian demand for these light, delicate wines. We had planted only a certain acreage to the special grapes—enough acreage to supply the volume of the wine we estimated the market would consume.

While we introduced the Manor St. Davids table wine in 1941, it was not until late last year—six years later—that we were able to catch up with the public demand. Today, our production of this wine is nearly 30 times the volume we originally vinted.

It has taken fifteen years and an investment of hundreds of thousands of dollars to write this new chapter in Canadian wine history. We have played an important part in the building of a great future for Canadian wines—for Bright's wines.

We have made the start. The hardest, most difficult part of the job is behind us. We have the experience, the facilities, the men, *and the grapes* that promise even greater achievements in the future. And it will be in the future when our patience and our investment will pay even greater dividends than today.

A LOOK INTO THE FUTURE

It has taken some fifteen years to produce the evidence; but with the introduction of the "President" wines, a few months ago, came the proof that your company's initial experiment in product improvement had succeeded. For in "President" wines we have achieved a quality never before attained in Canada.

Now, after these years of effort, we feel confident that our future is well established—established in our vineyards.

There, today, new wines are growing on the vines—wines which are only a few years away from the market. And still newer wines—the wines of ten years hence—are being planted out.

As to what economic shifts are ahead in the near future, we know no more than any one else.

But today, the top quality wines of Canada are ours and the better wines of the future are already in our vineyards.

← PLANTING A NEW VINEYARD AT BRIGHT'S

BRIGHT'S WINES

President

Port
Dry White Table Wine
Champagne
(Fermented in Bottle)

Du Barry

Canadian Champagne
Canadian Sparkling Burgundy

Manor St. Davids

Canadian Red Table Wine
Canadian White Table Wines

Bright's

French Type Vermouth
Italian Type Vermouth
Wine Cocktail

Angelica

Dry Sherry

"74"

Sherry
Port

Napoleon

Sherry
Port

Hermit

Sherry
Port

Other Wines

St. Regis Mass Wine
Bright's Sacramental Wine

St. Georges

Vin Blanc
Vin Rouge

Bright's Concord

Bright's Catawba

R. G. McLEAN, LIMITED
TORONTO

EST'D 1874

BRIGHT'S WINES