

Apparent Consumption of Liquor in Canada.—It is not possible to obtain accurate figures on Canadian consumption of liquor. Except in Nova Scotia, Quebec, Ontario and Alberta, the Liquor Boards do not publish figures to show sales on a gallonage basis, and even were such data on quantity sales available for all provinces they would not necessarily represent Canadian consumption. For example, our great tourist traffic must be considered, for it is likely that the quantities consumed by individual tourists reach a considerable amount. Further, there is no definite information regarding the illegal traffic in liquor, though inquiry has revealed that such illicit business has reached fairly large proportions.

In Tables 22, 23 and 24 an attempt has been made to indicate separately the apparent consumption in Canada of spirits, malt liquors and wines. Obviously, these computations are subject to error for the reasons mentioned above, and also because no consideration has been given to increases or decreases in the quantities held in stock by the Boards or by licensees. For example, owing to exceptionally favourable conditions abroad, the Liquor Boards may in certain years buy heavily to replenish stocks or create reserves; such purchases would unduly weight the apparent consumption figure for these years. The figures in these tables have been arrived at as follows:—

Spirits.—Practically the total production of spirits is placed in bonded warehouses whence it is released for various purposes. The quantities shown as “entered for consumption” are released from warehouse, duty paid, presumably for consumption for beverage purposes in Canada. However, part of these may be exported. The supply of spirits available in Canada for home consumption or for export must be the sum of the quantities shown under (a) entered for consumption; (b) imports; and (c) exports in bond, and if the total domestic exports and re-exports of imported goods are deducted from this figure the remainder indicates the apparent consumption in Canada.

Malt Liquors.—Only a small part of the output of malt liquors is placed in warehouses. The available supply is, therefore, made up of (a) production; (b) changes in warehouse stock; and (c) imports, and by deducting the domestic exports and re-exports of imported goods from this total supply, it is possible to obtain a figure to show the apparent consumption in Canada.

Wines.—The apparent consumption of native wine is obtained by dividing the rates of excise tax into the total tax collections. This is believed to furnish a better measure of consumption than the method formerly used, *i.e.*, to subtract the exports from the production, since part of the product is not consumed in the year of production but is placed in storage for maturing. The apparent consumption of imported wines is arrived at by deducting from the imports into Canada, the re-exports of foreign supplies.

Footnotes to Table 21—concluded.

¹In Manitoba and Alberta the value of beer sales is not given but the beer taxes paid to the Boards are tabulated below. In this connection it should be noted that the Board also pays the beer tax on its purchases from the brewers and the beer sales of the Board are included in the total gross sales shown above.

Fiscal Year.	Manitoba.		Alberta.
	Tax.	Accrued Tax.	Tax.
	\$	\$	\$
1931.....	357,732	58,074	440,184
1932.....	306,169	49,284	355,452
1933.....	281,107	39,376	398,729
1934.....	262,479	42,255	386,634

²Includes \$1,500,000 transferred from the reserves.
Year Book.

⁴Revised since publication of the 1934-35