

Apparent Consumption of Liquor in Canada.—It is not possible to obtain accurate figures on Canadian consumption of liquor. All the Liquor Boards do not publish figures to show sales on a gallonage basis, and even were such data available for all provinces they would not necessarily represent total consumption. For example, the quantities consumed by 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 at times reached fairly large proportions.

Obviously, figures of consumption 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.

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 warehouses, duty paid, presumably for consumption for beverage purposes in Canada. However, part of these may be exported.

Malt Liquors.—Only a small part of the output of malt liquors is placed in warehouses. The available supply is, therefore, made up of (1) production; (2) changes in warehouse stock; and (3) imports.

Wines.—The apparent consumption of native wines 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., subtracting exports from production) since part of the product is not consumed in the year of production but is placed in storage for maturing.

9.—Apparent Consumption of Spirits in Canada, Fiscal Years 1924-40

Year	Entered for Consumption ¹	Add Exports in Bond	Add Imports	Deduct Re-Exports of Imported Spirits ¹	Deduct Total Domestic Exports ¹	Apparent Consumption
	pf. gal.	pf. gal.	pf. gal.	pf. gal.	pf. gal.	pf. gal.
1924.....	899,291	875,699	1,261,541	29,329	991,563	2,015,639
1925.....	910,316	803,535	1,161,169	10,978	1,008,583	1,855,459
1926.....	1,082,785	499,007	1,410,637	15,958	1,087,553	1,888,918
1927.....	1,404,111	571,792	1,587,475	107,282	1,266,692	2,189,404
1928.....	1,896,357	579,420	2,374,885	185,630	1,460,871	3,204,161
1929.....	2,016,802	1,143,276	2,604,769	183,889	1,911,634	3,669,324
1930.....	1,926,063	1,810,197	2,446,800	128,612	2,379,858	3,674,590
1931.....	1,180,536	2,558,327	1,990,574	19,694	2,630,805	3,078,938
1932.....	781,612	2,276,137	1,421,214	83	2,016,836	2,461,994
1933.....	769,527	1,991,994	732,306	45	1,996,113	1,497,669
1934.....	933,946	2,478,975	718,016	1,238	2,551,030	1,578,669
1935.....	1,063,928	2,215,332	713,346	45	2,205,249	1,787,312
1936.....	1,621,286	3,006,544	976,563	54	2,995,181	2,609,158
1937.....	1,900,714	5,280,885	1,126,440	462	5,289,344	3,018,233
1938.....	2,302,210	4,620,950	1,297,925	141	4,734,678	3,486,266
1939.....	2,299,474	1,956,358	1,265,909	121	2,087,956	3,433,664
1940.....	2,032,987	1,876,964	1,612,906	38	1,704,410	3,818,409

¹ Prior to 1933 export figures as given in the trade returns were in imperial gallons. These were converted to proof gallons on the following basis: Canadian manufacture at 20 under proof; foreign origin at 25 under proof.